



The Laugh Parade heads to your Theatre
with this comedy smash hit on the screen!

"BROTHER RAT"



PRISCILLA

LANE



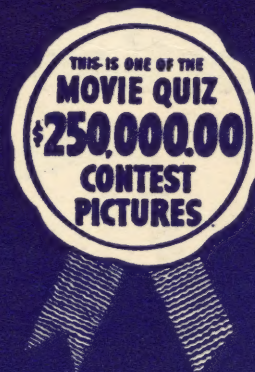
WAYNE

MORRIS



JOHNNIE 'SCAT' DAVIS • JANE BRYAN
EDDIE ALBERT • RONALD REAGAN • JANE WYMAN
HENRY O'NEILL • Directed by WILLIAM KEIGHLEY
Presented by WARNER BROS.

Screen Play by Richard Macaulay and Jerry Wald • From the Play by
JOHN MONKS, Jr. and FRED F. FINKLEHOFF • A First National Picture



Brother Rat... You're in for a big Spree... Let's go—

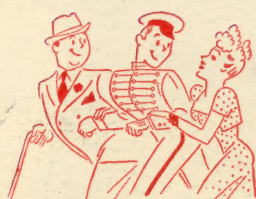


Yea, Brother Rat* . . . you're playing the sensational laugh and love show of American youth.



It panicked 'em from New York to Manhattan, Kansas (population 10,537)

81 joyous record-making stage show engagements and 2 continuous years on Broadway! . . . Yes sir, you're steppin'



out with Priscilla Lane, lovely heroine of "Four Daughters" . . . Wayne Morris, a truly

great guy . . . heading a balmy army



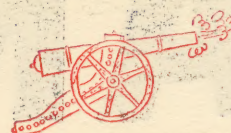
of care-free Brother Rats including-Johnnie (Scat) Davis, Eddie Albert, Ronald Reagan-and

the stalwart cadets



of Virginia Military Institute who worked in the picture on the

campus. Set your exploitation guns



for action with the biggest bombardment you've

ever given a show...and

you'll have fun watch-

ing the parade go

into your theatre.



★
* Classmates at Virginia Military Institute are known as Brother Rats during their four years at school. At West Point, it's 'Hiya Plebe'. At Annapolis, it's 'Hiya, Middie'. At V. M. I. it's 'Hiya, BROTHER RAT'.
★



➡ We're excited about "Brother Rat" because it has all the angles theatre men want, to put over a picture. When we say all the angles we mean EVERYTHING!

9 practical easy working stunts to use for BALLYHOO . . . on page 4

Advance builder-upper with a 6-day CONTEST . . . on page 5

11 suggestions for activity in your LOBBY & FRONT . . . on page 6

13 flashes for tie-ups with RADIO & NEWSPAPERS . . . on page 7

12 items in NOVELTIES & NATIONAL TIE-UPS . . . on pages 8 and 9

Extra action scene art for local PICTURE PAGES . . . on page 10

6 pages of space-getting PUBLICITY . . . on pages 11 thru 16

Big line of display ACCESSORIES & POSTERS on pages 17 thru 19

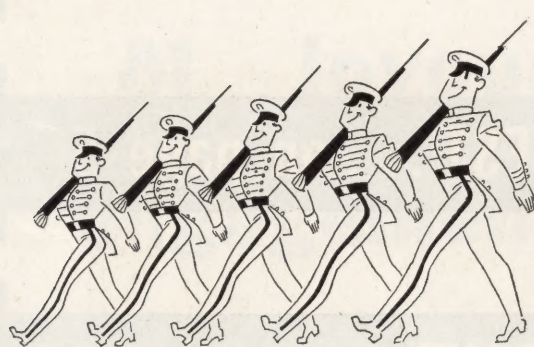
Special section of over 20 ready-to-use ticket selling ADS



Brother Rat goes for BALLY HOO

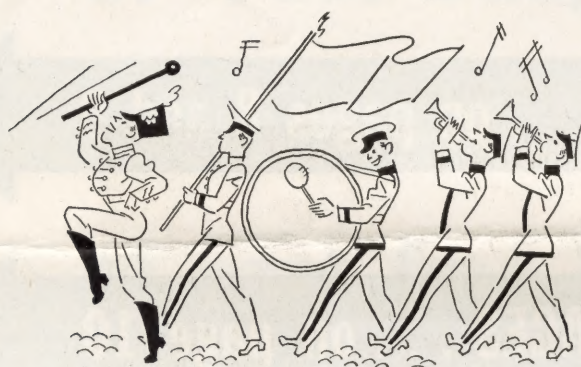


THEY'LL LOVE A PARADE



You're planning a parade of course. And if there is a Military Academy in the neighborhood it should be an easy matter to arrange for the cadets to parade to your theatre with bands blaring and banners and flags waving. This might be followed by a special matinee or supper show. No Military Academy? Well, how about the R.O.T.C. groups, Army Corps, the American Legion, the Veteran Organizations — any military group with a band and flashy uniforms.

MUSIC MAESTRO, PLEASE



Bands from local Military Academies, Army Posts, etc., should be enlisted to blow their own horns. Invite bands to march to theatre, in full parade regalia; give short concert in front of theatre and attend showing of "Brother Rat." Perhaps you can arrange to have bands on program.

"V.M.I. DAY" IN TOWN

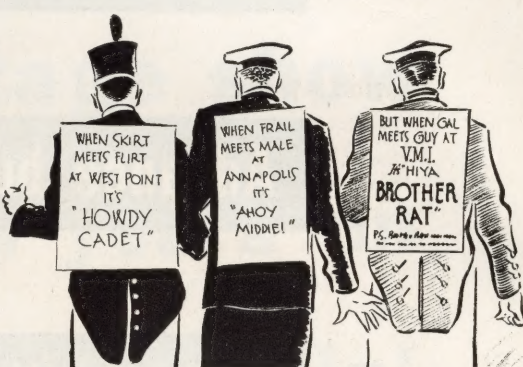
November 11th is the 99th birthday of V.M.I. If you're playing "Brother Rat" on or about this date, arrange to have your Mayor officially declare a "V.M.I. Day" in your town. Newspapers, radio stations, local dealers can all be enlisted for support. Activities of the day include parades, drills, and various other fanfares included on this page.

MAN-ON-THE-STREET

Inquiring reporter interviews passers-by with such questions as "What does V.M.I. stand for?", "Where is it located?", and follows up with "What is a 'Brother Rat'?". Most people will be stumped by this one, whereupon reporter explains meaning of term and works in plug for your show.

CADET — MIDDIE — "RAT"

Street bally that is always good for a laugh. Three men, one dressed in West Point costume, another in Annapolis regalia, and the third in V.M.I. outfit, parade through the busier streets in town. Sign on cadet reads: "When Skirt Meets Flirt at West Point, It's 'Howdy Cadet!' ". Sign on middie reads: "When Frail Meets Male at Annapolis, It's 'Ahoy Middie!' ". Sign on V.M.I. man: "But When Gal Meets Guy at V.M.I., It's 'H'ya Brother Rat.' P.S. 'Brother Rat' starts Thursday at the Strand Theatre."



SAY "HI BROTHER RAT"

"Hi Brother Rat" — should replace "Hi Pal" as a greeting. Make it your town's newest catch phrase in this manner:

Instruct entire service staff to address their friends with: "Hi Brother Rat"

Enlist the aid of local columnists in popularizing the term. Walter Winchell explained recently in his column that "Brother Rat" is a greeting customarily used by cadets at V.M.I. Has the same meaning as pal, chum.

Make use of your contacts on college campus, and get them to use the phrase. Hand out buttons advertised on page 8.

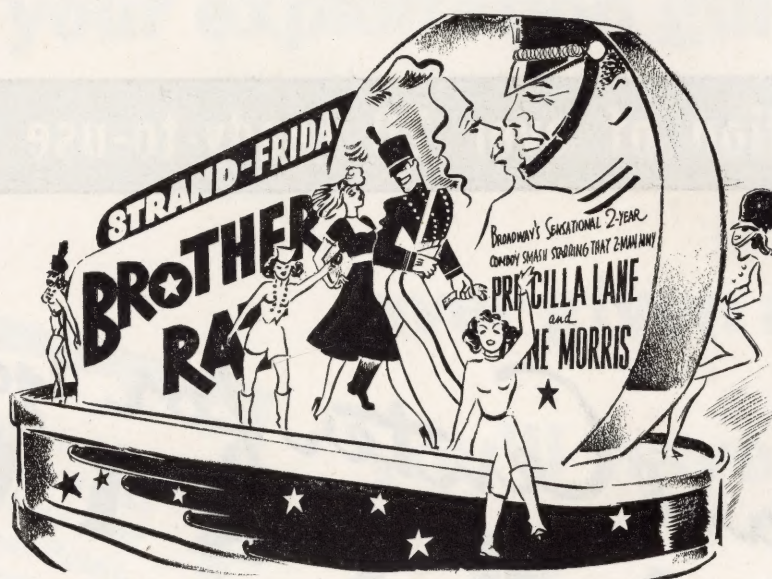
Print up small cards with following copy and distribute at strategic points: "When Friends Meet, It's 'Hi Brother Rat'—the comedy smash hit now at the Strand Theatre."

STAGE DRILL CONTEST



"There's something about a soldier that is fine fine fine . . ." Take a hint and stage a few drill contests. Rival academies compete for prizes contributed by local merchants. If you're confined to only one unit, drill contest may be held between different platoons of same school. Have reporters and photographers on hand for possible "breaks."

STREAMLINED STREET BALLY



A nod to George Lewis of the Rialto Theatre, Illinois for this streamlined trailer bally. Girls dressed in cadet uniform distribute heralds on busy street corners. Art can be picked up from the one-sheet (see page 19). Float will be especially effective at night if flooded with colored lights.

CADETS SIGNAL

An oldie but always sure to attract a crowd is this one. Cadet Signal Corps conducts demonstration of Army signals by various methods: flags, lights, heliograph etc. One Cadet on marquee and another across the street signal to each other then unfurl banner advertising show.

NOVELTY GIVEAWAY

An easy and inexpensive way to give the title wide circulation is to distribute the special novelty button made available for this picture. For price and illustration see page 8. The copy on this button, "When skirt meets flirt — It's Hya BROTHER RAT" — should encourage use of the catchphrase.

Try This Quiz **CONTEST** on yourself!

Because of the increasing popularity of the "quiz" contest on the radio and in leading magazines, your local newspaper should welcome this contest which combines the "quiz" idea with comedy scenes from "Brother Rat." Each day paper prints one scene from the picture, which contains a problem to be

solved. Question pertaining to the problem appears under each picture together with a list of answers, only one of which correctly answers the question. Contestants check the correct answer to each question. Correct solutions to the complete set of five problems receive guest tickets to your show.

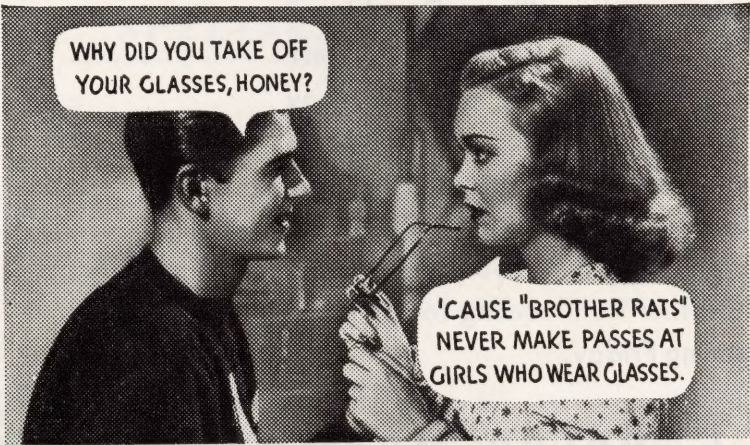
(First Day)



WHAT IS THE CORRECT ANSWER TO "BROTHER RAT'S" QUESTION?

- Check the correct answer in the following list:
- | | |
|----------|----------|
| Spider | Grater |
| Strainer | Colander |
| Skillet | Dipper |

(Second Day)



WHO SAID "MEN NEVER MAKE PASSES AT GIRLS WHO WEAR GLASSES"?

- Check the correct answer in the following list:
- | | |
|---------------------|-------------------------|
| Ogden Nash | Horace Walpole |
| Margaret Mitchell | Dorothy Parker |
| William Shakespeare | Edna St. Vincent Millay |

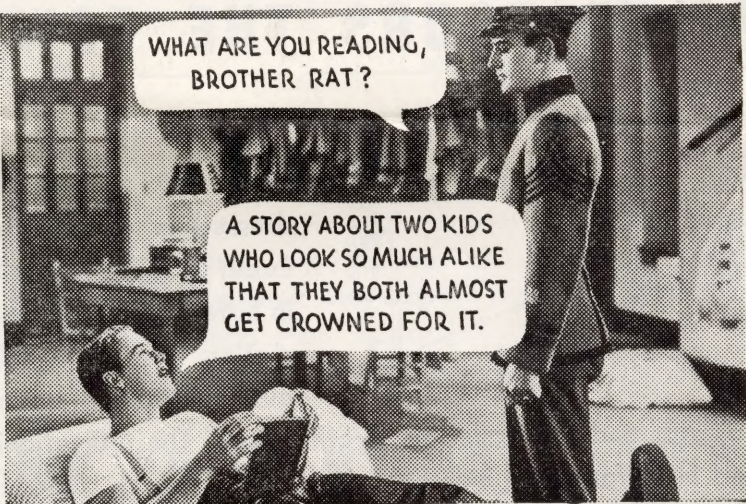
(Third Day)



HOW MANY TIMES WILL "BROTHER RAT" GET PADDLED?

- Check the correct answer in the following list:
- | | |
|------------------------------|----------------------------|
| Two hundred and four | One hundred and ninety-six |
| Three hundred and ten | One hundred and eighty |
| One hundred and ninety-eight | One hundred and two |

(Fourth Day)



WHAT IS THE NAME OF THE BOOK "BROTHER RAT" IS READING?

- Check the correct answer in the following list:
- | | |
|---------------------------|-----------------------|
| Rover Boys in Mexico | Gone With the Wind |
| Anthony Adverse | The Prisoner of Zenda |
| The Prince and the Pauper | Penrod and Sam |

(Fifth Day)



WHAT FAMOUS GENERAL IS PRISCILLA LANE QUOTING?

- Check the correct answer in the following list:
- | | |
|--------------------|------------------|
| Stonewall Jackson | Robert E. Lee |
| William T. Sherman | Charles Wolfe |
| Philip Sheridan | Ulysses S. Grant |

Correct Answers

- First Day:** Dipper
- Second Day:** Dorothy Parker
- Third Day:** One hundred and ninety-six
This one's a catch — Since the 99th class hasn't graduated yet, the answer is twice 98.
- Fourth Day:** "The Prince and the Pauper"
- Fifth Day:** Ulysses S. Grant

Order set of contest mats BR 502B — 75c from Warner Bros. Campaign Plan Editor

Right Dress for LOBBY AND FRONT



PRAISE FOR PRISCILLA

Priscilla Lane received high praise from movie critics throughout the country for her performance in "Four Daughters," many predicting stardom. Use these quotes as part of display in lobby. Copy under large blowups of Priscilla Lane: "Remember her as Ann Lempe in 'Four Daughters'? — now see her as Wayne Morris' girl friend in the year's laugh-sensation, 'Brother Rat,' coming to this theatre beginning Friday."

V.M.I. COLOR MOTIF

Colors of Virginia Military Institute are red, yellow and white. We suggest that your artist use that color scheme in lobby and front decorations.

USE THIS 1-SHEET DISPLAY



Above illustration shows how to use the one-sheet in your lobby week before picture opens. Your artist can make a giant cutout of "Brother Rat" giving the "Hi" sign.

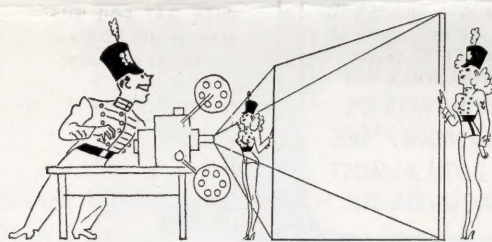
DRESS UP YOUR STAFF

Uniform of average service staff has great similarity to those of Military Academy. Supply your doorman, ticket-takers and ushers with the special Cadet cap available for "Brother Rat," (See Page 9) add an imprinted sash plugging title and playdates and you have a swell boost for the picture.

AW, CUT IT OUT!

One glance at the 24-sheet illustrated on inside back cover and you'll think of ways to make use of the 6 foot high heads of Priscilla Lane and Wayne Morris which your artist can easily cut out and mount on compoboard. We can see it on the marquee now.

TRAILER TOURS THE TOWN



Arrange to have a group of pretty girls dressed in abbreviated cadet uniforms stationed in hotel lobbies, railroad station, and in similar busy centers with a portable projector and the trailer on "Brother Rat." The projectionist is dressed in uniform and is in command of the squad. Under his direction the girls march in with snappy military precision, set up the projector, hold a screen and run off the trailer for the benefit of onlookers. Novelty of this stunt should make a hit, and make prearrangement with spots to be visited easy.

STAGE A MILITARY WEDDING

A military wedding with invitations to the public has never failed to arouse great interest. It's been tried before with big results and so we recommend it for your "Brother Rat" campaign. A little investigating on your part among Military school graduates, Army Posts, American Legion, etc. and you may have the wedding set up waiting for a tie in. On the other hand you can always stage a "Mock Wedding" with all the military embellishments. Affair is rehearsed and put on as part of regular program.



WELCOME "BROTHER RATS"

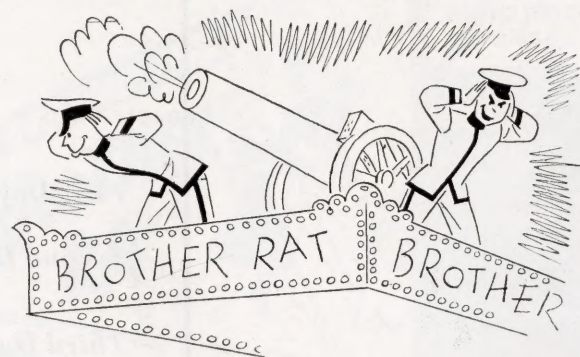
Alumni members are invited to attend performance. If any are prominent local figures, get them to say a few words on the great traditions of V.M.I.

Wires or letters referring to picture and written by local boys now attending V.M.I. are mounted on display board in lobby.

Giant postcard displayed in lobby is addressed to V.M.I. cadets from your town. It voices civic pride in having representatives at V.M.I. Patrons are invited to add their names to the testimonial.

Florist displays special carnation named "Brother Rat Carnation." Arrange to give one to every mother and sister of a V.M.I. student who attends.

FIRE! FIRE! ON MARQUEE



Credit Irv Windisch, N. Y. Strand exploiteer with this marquee stunt that went over with a bang. On eve of opening twenty-one shots, but LOUD, were fired from papier mache cannon. Giant firecrackers were used. Couple of attendants dressed as cadets, looking over marquee with hands over their ears, adds a comic touch.

GENERAL INFORMATION

Group of pictures of famous Army generals — graduates of V.M.I. (Stonewall Jackson et al) are placed alongside exhibit of stills of Wayne Morris, Johnnie Davis, Ronald Reagan, Eddie Albert and Gordon Oliver all in V.M.I. uniform. Copy: "Brother Rats today...Generals tomorrow!"

WHAT'S A "BROTHER RAT"

This copy displayed in lobby will put across the correct meaning of the picture's title. "At West Point, it's 'Cadet' "; "At Annapolis, it's 'Middie' "; (Under still BR 75 — showing a V.M.I. plebe being initiated) "At V.M.I., it's 'Brother Rat' ". . . Now the funniest film of the year. On our screen Thursday."

NEWSPAPERS AND RADIO

THANKS TO THE CRITICS

This is how the P.A. for "Brother Rat" stage companies handled the reviews. Newspaper ads thank the critics for their raves with this copy: "We like the critics so much we've decided to make them "BROTHER RATS". They like us too. Read: (follow this with quotes from local reviews).

"BLIND DATE" CONTEST

"Blind Date" experiences always make amusing stories. Essay contests can be worked in cooperation with local paper using such topics as "Should Girls Accept Blind Dates?"; "I Married My Blind Date and Why"; "My Most Amusing Experience With a Blind Date", etc. Award prizes for best ones.

SYNONYMS FOR "RAT"

Picture's title can be made clearer to the average layman by running a contest in which readers are asked to coin other words or expressions to be substituted for "Brother Rat". It should be explained at the outset that the title is an expression used by seniors at V.M.I. to greet each other.

TELL 'EM ABOUT STAGE HIT

On the stage, "Brother Rat" played in every principal city during its two year run. If your city was included in the tour be sure to take advantage of this swell advance build-up by sending letters to legitimate theatre groups, dramatic critics, etc. Blow up quotes from the reviews local critics gave the stage play and use as lobby and front display.

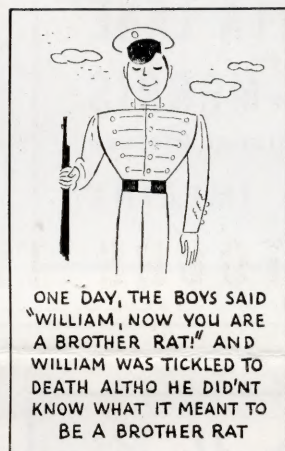
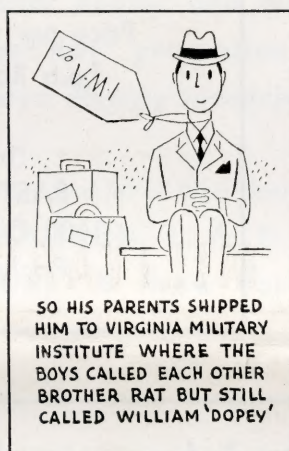


SPECIAL FEATURE STORIES

If there are any Confederate veterans in town who served under "Stonewall" Jackson, you might arrange to have them supply local newspaper with feature story material on reminiscences of the days when General Jackson, former instructor at V.M.I. led cadets into battle. Feature writer also writes about local V.M.I. graduates who made good.

HOW A FINE FELLOW BECAME A "BROTHER RAT"

Hilarious highlights from Warner Bros. "Brother Rat" starring Priscilla Lane and Wayne Morris coming to the Strand Friday.



The above cartoon strip can be planted in local newspaper either as a feature or contest. If you use the contest angle, invite readers to make up their own captions for each cartoon. Order mat 501B - 75c from Campaign Plan Editor.

HOW TO COVER THE CAMPUS

Although the story is laid in a Military Institute the incidents are typical of all college life. And so these campus capers should help your campaign:

MOST TYPICAL FRESHMEN: In cooperation with local schools and newspaper, conduct a city-wide search for "Miss Typical Freshman" and "Mr. Typical Freshman." Each school selects its most typical boy and girl first-year students. Committee made up of newspapermen and city officials select winning pair at your theatre night picture opens.

TACK CARDS: Make up special cards along the following lines for distribution among frat houses, school cafeteria, library etc. Copy: "Need some new ideas on how to initiate pledges? - See 'Brother Rat' at the Strand Theatre Thursday." "If you think hazing has been abolished see 'Brother Rat.' Starts Thursday at the Strand Theatre," etc.

FOOTBALL COVERAGE: Distribute heralds and special football badges with college imprint (see page 8) at big local games.

CONSENSUS can be taken from first year men in local high schools and colleges to find out whether they'd rather be called freshmen, "Brother Rats," or some other name - and why.

COLLEGE PAPERS: Inform student bodies by means of special ads and publicity in college and high school papers and magazines.

FOR YOUR RADIO CAMPAIGN

MILITARY SONGS: If you have an 'in' with the local radio station get them to put on a special program dedicated to Virginia Military Institute. Songs suggested are: "The Spirit of V.M.I., Army Blue, Victory March, Spirit of Old West Point etc. A plug for your showing before and after program? But definitely.

DEBATE can be arranged over local radio station on the question "Are secret marriages excusable?", in which arguments pro and con on the complications arising from such marriages should be given. Prizes can also be awarded for the most amusing letter concerning a secret marriage sent in to radio station.

(one minute spot)

ANNOUNCER: Ladies and gentlemen, attention! (sound of rolling drums and marching feet). Mark time to the marching feet of those dashing, devil-may-care "Brother Rats" as they storm the screen with their hilarious escapades and romantic adventures. West Point has its cadets, Annapolis has its midshipmen, but only Virginia Military Institute has the "Brother Rats." You'll be cheering for them in Warner Bros. banner production of the 2-year Broadway stage hit, "Brother Rat" coming to the Strand Theatre on Friday. The large cast includes Priscilla Lane ('heroine of "Four Daughters") as the sweetheart of V.M.I. who can make any student forget rules and regulations; Wayne Morris who is always ready for action, but usually heading for trouble; and a host of comedy favorites including Eddie Albert, Jane Bryan, Ronald Reagan, Jane Wyman, and Johnnie Davis. It's the grand laugh and love show of American Youth, so be sure to step out with Priscilla Lane, Wayne Morris, and the stalwart cadets of V.M.I. in the season's Big Parade of entertainment, "Brother Rat," at the Strand Theatre Friday.



Right you are
with these

NOVELTIES

Special! New Low Prices



LEFT: Standee is 10" high made of lightweight colored cardboard. Price including imprint: 1M—\$5.50; 2M—\$5.25 per M; 3M—\$5.00 per M; 5M—\$4.75 per M; 10M—\$4.50 per M.

RIGHT: Giveaway for football games 3" x 5 3/4" on carboard stock. Prices include theatre imprint and local school imprint on football. Prices same as for standee.

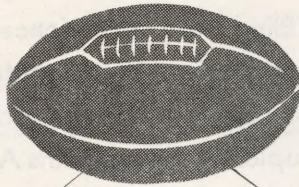
All prices F.O.B. — N. Y. C.

Order from:

UNEEDOUR PRINTING SERVICE Inc.

424—438 West 33rd Street

New York City



When Skirt Meets Flirt
at West Point, it's
"HOWDY CADET!"
When Frail Meets Male
at Annapolis, it's
"AHoy, MIDDIE!"
But When Gal Meets Guy
at V. M. I., it's "HIYA"

"BROTHER RAT"
PRISCILLA LANE
WAYNE MORRIS
A First National Picture

[THEATRE IMPRINT]

For the Lapel



BUTTON! BUTTON!

Put this little fella to work for you by placing him on the lapels of all the guys and gals in town. It will put over the title in fine manner and at low cost to you. Actual size of button is 7/8 of an inch. Made up with regular stick pin back and printed in blue on heavy celluloid.

Price per thousand — \$8.75
f.o.b Rochester, N. Y.

Order from:

BASTIAN BROS.

1600 Clinton Ave., N.

Rochester, N. Y.

Comin' Right To You

"BROTHER RAT"

Broadway's sensational 2-year comedy smash starring that two man army

PRISCILLA LANE

and

WAYNE MORRIS

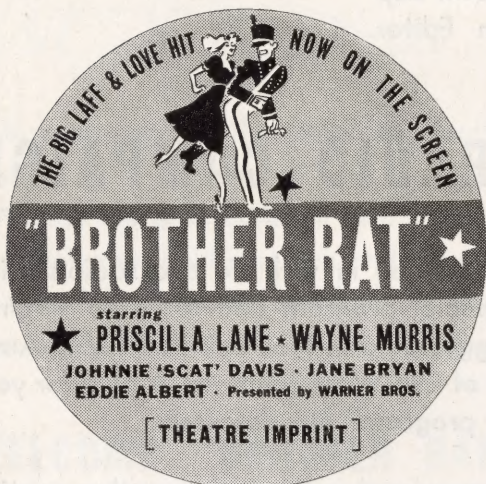
A First National Picture

[THEATRE IMPRINT]



ABOVE: Paper doily with embossed floral design size 8" x 12". Prices include imprint; \$6.50 per M; 2M—\$6.25 per M; 3M—\$6.00 per M; 5M—\$5.75 per M.

Auto Bally



TIRE COVER — Heavy durable cardboard. Prices: singly, 45c; 10 to 49, 40c each; 50 and over, 35c each. Add \$2.50 for imprinting up to 100; over 100, imprinting free.

BROTHER RAT
PRISCILLA LANE · WAYNE MORRIS

THEATRE
IMPRINT

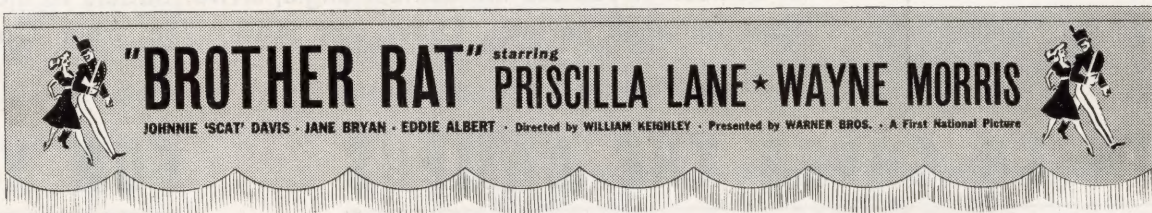
BUMPER STRIP—44" x 4 1/2" heavy cardboard. Prices without imprinting: single, 18c each; 10 to 49, 17c each; 50 and over, 15c each; one dollar extra for imprinting up to 100; over 100, imprinting free.

All Prices F.O.B. New York City. Order from:

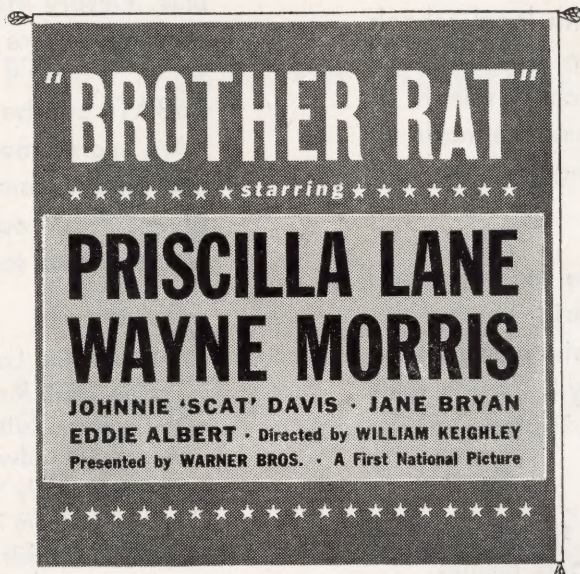
CLUFF FABRIC PRODUCTS, Inc.

300 West 19th Street, New York City

Decorating Your Lobby and Front



VALANCE—on rental basis: 39" wide, length to fit your marquee; made of transparent silkolene. Rental price quoted on request. Send your marquee size.



FLAG—on rental basis: double faced, sunfast, weather-proof fabric, 9' by 15'. Rental price on request.

PENNANTS — these vari-colored pennants will add that flag-waving atmosphere to your marquee.

SPECIAL LOW
PRICE — \$1.25 per
40 foot-long string of
12. Each pennant meas-
ures 20" x 30".

All prices F.O.B. New York City. Order from:

ART FLAG, INC.

449 West 42nd Street, New York City

PROMOTIONS

STUDIO STYLES FEATURES TWO "BROTHER RAT" DRESSES

Studio Styles will feature two "Brother Rat" dresses, inspired by the V.M.I. uniforms worn in the picture. One has a tiny upstanding collar, stiffened bodice front with side closing, and a silver plaque buckle with a design of crossed guns. Another, a softer version of the military style, has braid-trimmed neck and shoulder line, bloused bodice, and a wide belt buckle of military inspiration. Both dresses are available in deep blue, as well as a variety of other high fashion shades.

Contact your local dealer and work with him on a timely "Brother Rat" promotion to help your showing. He will have display material.

For further information and list of local dealers contact:

MR. MARK JACOBSON, L. & D. Beilinson
1400 Broadway • New York City



"BROTHER RAT" DOLL TIEUP IN NATIONWIDE PROMOTION

Created by Richard Krueger, these "Brother Rat" dolls are being featured in a gigantic promotional tieup reaching 8000 accounts not including foreign representation.

There are to be three different numbers—the first contains a music box wound up by key with a tune the exact reproduction of the V.M.I. school song. It is 18" high, has a washable, hand painted face, and is expertly made in the snappy colors and materials of the V.M.I. cadet uniforms. It retails for \$6.00. The second doll is the same thing except that it has no music and retails for \$4.00. The third doll will sell for about \$2.00 and will be the same size and colors except in different materials.

Hop right onto this swell promotion along these lines:

- 1 — Send to critics with invitation to special screening. (Used in New York Strand campaign).
- 2 — Prizes in contests.
- 3 — Usherettes carry 'em week before showing.
- 4 — Dealer and lobby displays. Company is providing their dealers with attractive window display pieces.

For names of local dealers and special quantity prices, write to:

RICHARD G. KRUEGER CO.
1359 Broadway • New York City



"BROTHER RAT'S" MILITARY CAP

A realistic military cap, in academy gray, high quality material with gold buttons and shield imprinted in gold on black leather.

Ideal novelty for ushers, newsboys, parades, prizes, etc. Price—25c each F.O.B. New York City. Specify sizes desired when ordering.

Order from:

BERNARD R. KAHN
KAY ADVERTISING CAP CO.
33 West 3rd Street, New York City

Order These Stills of Priscilla Lane Holding
"Brother Rat" Doll from Campaign Plan Editor.
BR 54, BR Pub A40, BR Pub A42, BR Pub A43, BR Pub A46

INTERESTING ACTION SCENES FOR PICTURE PAGES

Wayne Morris Shows Director Keighley How He Makes Love to Priscilla Lane



"No-No-No Not That Way . .

. . . This is the Way . . .

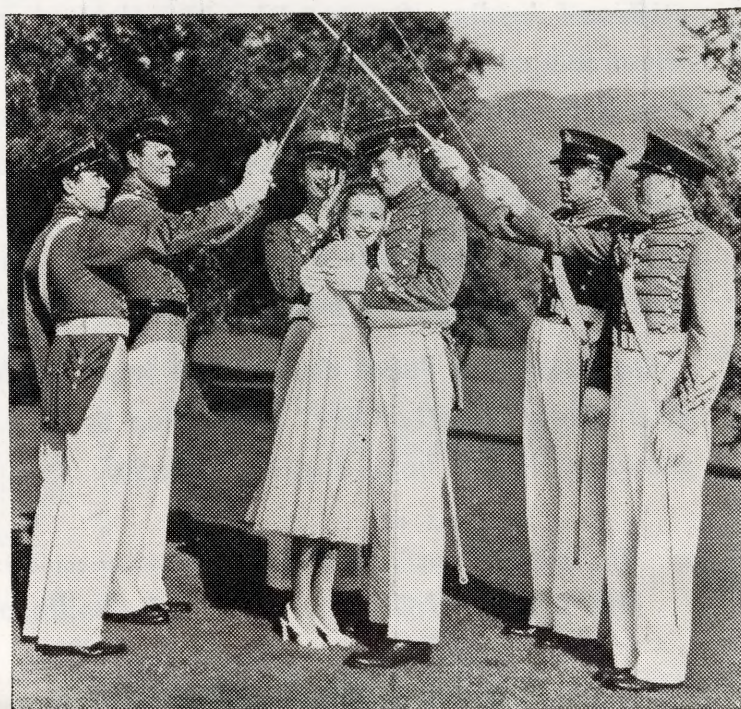
. I Make Love

. See!"

(Mat 401-B-60c. Order from Campaign Plan Editor)



(Left)—
SWEETHEARTS ON PARADE—
Ronald Reagan, Jane Wyman,
Priscilla Lane and Wayne
Morris link arms and hearts
as they stroll along V.M.I.'s
Lovers Lane in "Brother Rat",
the grand laugh and love hit
coming to the Strand.
Mat 201-30c



(Right)—
HONOR GUARD! Wayne
Morris and Priscilla Lane under
an arbor of cadet sabres in
"Brother Rat," the riotous
comedy of military school life,
which comes to the Strand.
Mat 213-30c



LOVE'S THE THING when
Priscilla Lane and Wayne
Morris get together as the
oh-so-romantic sweethearts
of "Brother Rat," screen
version of Broadway's sensa-
tional two-year comedy
smash, coming to the Strand.

Mat 108-15c

HOW IT'S DONE IN THE MOVIES

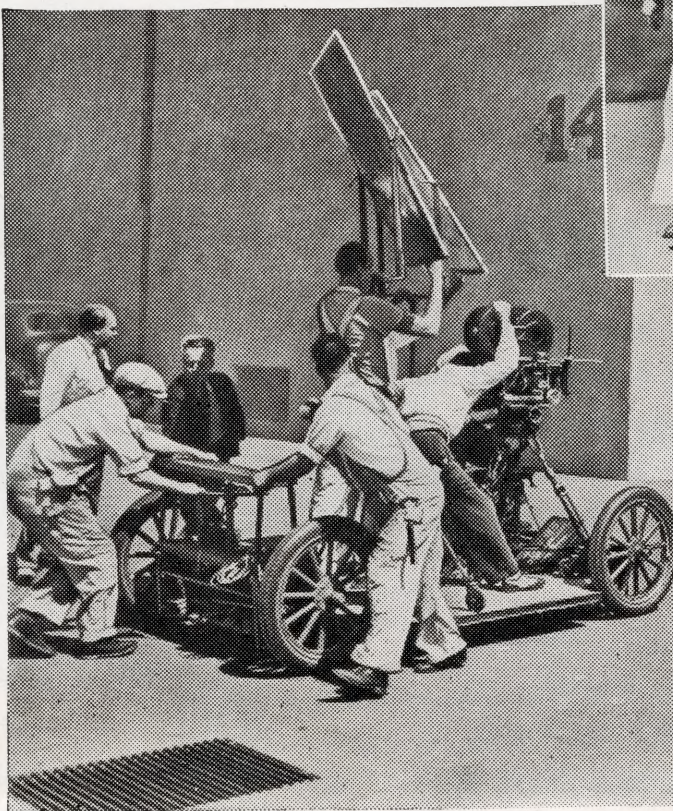
You've probably wondered how movies are made of people walking straight toward you on the screen. The lowdown is—the camera is mounted on a truck called a "dolly", and a big reflector is placed above the camera to reflect the proper lighting. The "dolly" is wheeled backwards as the actors walk toward it, stopping whenever directed for "close-ups". When you see the scene on the screen it looks exactly as the shot of Johnny Davis, Priscilla Lane comedy hit now showing at the Strand.

Mat 302 - 45c



"WE NOW PRONOUNCE YOU 'BROTHER RAT'" says Wayne Morris, as he wields the broom. One of the hilarious scenes in "Brother Rat," the comedy hit now on the screen at the Strand.

Mat 202 - 30c





Mat 211-30c

THEY PLEDGE ALLEGIANCE to each other! Priscilla Lane and Wayne Morris, co-starred in "Brother Rat," hilarious movie version of the Broadway stage hit, which will have its first local showing at the Strand Theatre on Friday.

(Lead)

"Brother Rat" Smash Comedy Film Based on Broadway Hit

Priscilla Lane and Wayne Morris
Co-starred in Strand's New Show

"Brother Rat," the gay comedy of life in a military school, which ran on a Broadway stage for eighteen consecutive months and had three road companies successfully touring the country at the same time, is now a picture and will have its first local showing next Friday at the Strand Theatre.

It is a Warner Bros. production and stars Wayne Morris and Priscilla Lane, two young stars who already have had several sensational successes. A considerable portion of the picture was made on the grounds of the Virginia Military Institute at Lexington, Va., and the entire cadet corps of that famous and historic school, 700 strong, took part.

V.M.I. has long been known as the "West Point of the South." It was the training place of that great Confederate general, "Stonewall" Jackson. The Institute authorities gave complete co-operation to the producers and to Director William Keighley.

Due to the limitless scope of the camera, "Brother Rat" as a picture is said to surpass the stage version. The drills and sports and dormitory life of the cadets are really shown in all their picturesqueness instead of merely being suggested, as was the case behind the footlights.

A "Rat" in V.M.I. parlance is a freshman, or "plebe" as they are called at West Point. Those who go through the four years training together are called "Brother Rats." Hence the title. They are loyal to each other through thick and thin.

This story—scenarized by Richard Macauley and Jerry Wald from the original play by John Monks, Jr. and Fred F. Finklehoffe—revolves around the misadventures of one of the lads who has disobeyed a rule of the Institute and has secretly taken himself a bride. Not only that, but he's about to become a father. His pals stick to him and get him out of his jam.

Eddie Albert, recruited from the New York stage play, has this part. Lovely little Jane Bryan is the girl he marries.

Wayne Morris and Priscilla Lane have a sweet, idyllic boy-and-girl romance, though of course they can't marry until the cadets have been graduated. Others in the splendid cast include Johnnie 'Scat' Davis, Jane Wyman, Ronald Reagan, Gordon Oliver, Henry O'Neill, Olin Howland, Jessie Busley, Louise Beavers and Isabel Withers. Captain Frank McCarthy of V.M.I. was technical adviser. William Keighley directed.

YOUTH IS SERVED IN 'BROTHER RAT'

A new cycle of youth pictures may be on its way from Hollywood, with Warner Bros.' "Brother Rat" leading the parade. Next Friday at the Strand Theatre will see the local premiere of this comedy.

Certainly youth is well served in this romance of Virginia Military Institute, which proved so successful on the stage. More than 1000 players appear in the production, and the average age of the lot hovers just above the 20 mark.

Hollywood and Virginia have divided honors in this wholesale contribution of youth. The film city has provided a hand picked cast of principals and Virginia is supporting them with the entire V.M.I. cadet corps.

There are no 30-year old "collegians" and "collegiennes" in "Brother Rat" much to the relief of the make-up department.

Warner Bros. did right by the Cadets and their girl friends. Taken as a group, the leading players of the picture are no older than the supporting boy soldiers from V.M.I.

For instance, Wayne Morris, at the ripe old age of just 24, is younger than many men of the Virginia Military Institute graduating classes. And Priscilla Lane, at 21, is the ideal "prom trotter type."

WHAT IS A "BROTHER RAT"?

Rats at Virginia Military Institute are fourth classmen—or freshmen. For them privileges are few, rules many. For instance, they are not allowed to converse with strangers. They must always run up the barracks steps, even when there's no particular hurry. At the whim of upper classmen they are also required to "tell themselves off" before a mirror. Running errands for upper classmen is a traditional Rat duty, of course.

These and other regulations were memorized by the cast of "Brother Rat," the screen comedy based on the recent Broadway success, and coming to the Strand on Friday. Priscilla Lane and Wayne Morris head the cast.

'Brother Rat' Is In Movie Quiz Contest

"Who owns the saber that Wayne Morris pawns to cover his bets on the baseball game in "Brother Rat"?

That's one of the questions in the \$250,000 Movie Quiz Contest, and you'll find out the answer when you see "Brother Rat," starring Wayne Morris and Priscilla Lane, coming to the Strand Theatre on Friday.

"Brother Rat" is the movie version of the comedy which rocked Broadway with laughs for over two years. The story is laid at the Virginia Military Institute and deals with the ups and downs in the lives of three of its students and their respective girl friends, with the emphasis on the comic side of their many predicaments.

Webster defines Brother Rat as: A V.M.I. senior who has gone through four years of training with the same pals. A Rat is a freshman or plebe, and it takes him four years to become an honest-to-goodness Brother Rat.

If you haven't already entered the Movie Quiz Contest, you can start by answering the "Brother Rat" question, and still be eligible to win first prize of \$50,000, or one of the other big cash prizes being awarded.

'BROTHER RAT' FOR LAFFS ONLY

No Football Games
No Dance Routines
In New College Hit

They flew in the teeth of sacred tradition at Warner Bros. Studio by making a college picture without a football game, a single song and dance routine or a solitary dumb professor.

"Brother Rat" is the name of this formula flaunting production. Wayne Morris and Priscilla Lane head the cast and William Keighley was the director. It will be shown next Friday at the Strand Theatre.

Like the stage hit upon which it is based, the picture is a story of life at the Virginia Military Institute, one of the country's more aristocratic colleges. All the action takes place on the campus and in the college town. There the resemblance to formula films of undergraduate capers ends.

"Brother Rat" does have a baseball game. But the hero doesn't hit a home run in the ninth inning to save the day for V.M.I. He's locked up in his room under arrest, and doesn't even get to see the few flashes of the game that audiences will be shown. His pal, the V.M.I. pitcher, gets knocked out of the box. And to complete the rout of formula, the home team loses.

The song and dance routines and the dumb professors, stock ingredients of the formula flickers, don't come even that close to getting recognition. There's not so much as a burst of barracks room harmony to slow up the story action of "Brother Rat," or a harried prof. to act as straight man for the cadets.

"Brother Rat" depends upon cadet reviews and parades for its spectacle thrills. Discipline defying escapades of the upper class cadets and the hazing of the lowly Rats (freshmen) provides the laughs. Priscilla Lane, Wayne Morris, Ronald Reagan, Jane Wyman, Eddie Albert and Jane Bryan provide the romance.

CAST OF CHARACTERS

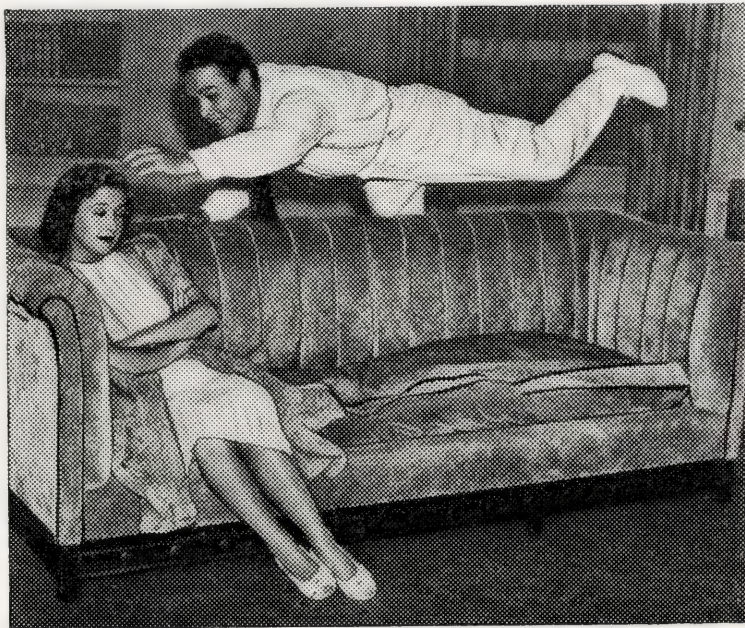
Joyce Winfree...PRISCILLA LANE
Billy Randolph...WAYNE MORRIS
A. Furman Townsend, Jr.....
JOHNNIE DAVIS
Kate Rice.....JANE BRYAN
'Bing' Edwards.....EDDIE ALBERT
Dan Crawford.....
RONALD REAGAN
Claire Adams.....JANE WYMAN
Colonel Ramm.....HENRY O'NEILL
Capt. 'Lacedrawers' Rogers.....
GORDON OLIVER
Harley Harrington.....
LARRY WILLIAMS
Misto Bottome.....
WILLIAM TRACEY
Mrs. Brooks.....JESSIE BUSLEY
Slim.....OLIN HOWLAND
Jenny.....LOUISE BEAVERS
Nurse.....ISABEL WITHERS



PRODUCTION STAFF

Directed by, WILLIAM KEIGHLEY
Screen Play by,
RICHARD MACAULAY
and JERRY WALD
From the Play by
JOHN MONKS, Jr.
and FRED F. FINKLEHOFF
Produced by GEORGE ABBOTT
Photography by,
ERNIE HALLER, A.S.C.
Art Director.....MAX PARKER
Sound by,
OLIVER S. GARRETSON
Film Editor.....WILLIAM HOLMES
Gowns by.....MILO ANDERSON
Technical Advisor,
FRANK MCCARTHY
Musical Director,
LEO F. FORBSTEIN

WAYNE TACKLES LANE!



Mat 207-30c

Wayne Morris introduced the flying tackle as a weapon of movie romance with devastating effect for a scene of "Brother Rat," Warner Bros. comedy coming to the Strand. Priscilla Lane was the girl who got tackled. The setting was a divan in a spacious living room. Miss Lane sat on the sofa, Morris stood five feet behind it. At the command of Director Wil-

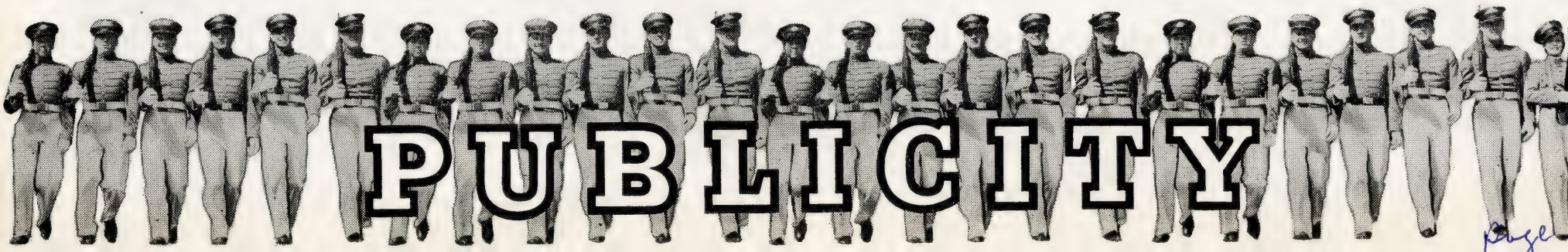
liam Keighley, Wayne launched his flying tackle. He cleared the back of the divan and nailed his girl with as neat a diving clinch as anyone could wish. "First down," called Director Keighley. "And it looks as though you might need the full three more. What happened to your lines, Priscilla?"

"He tackled me so hard," retorted the actress, "I dropped them."



STORY SYNOPSIS

(Not for publication) — Wayne Morris, Eddie Albert and Ronald Reagan, playing First Classmen at Virginia Military Institute, get into plenty of trouble when their girls, played by Priscilla Lane, Jane Bryan and Jane Wyman come to town for the big baseball game and prom. Albert, secretly wed to Jane Bryan, comes in for most of the headaches, when he learns that he is going to be a father. His "Brother Rats," Morris and Reagan stick by and help him out, although they break nearly all the V.M.I. rules in doing it. But three beautiful romances are the result, in an ending that strikes a new high in hilarity.





THAT LANE GIRL'S HERE AGAIN—Blonde and blithesome Priscilla Lane is the sweetheart of V.M.I. in "Brother Rat," the strictly-for-laughs comedy, based on the recent Broadway hit, and coming to the Strand Theatre on Friday.

Priscilla Lane Has Quick Rise to Fame and Fortune

Just about a year ago Priscilla Lane, the youngest of five Mullican sisters, formerly of Indianola, Iowa, made her first bow on the screen. She was a tap dancer and she sang a few songs and was cute and pretty, just as she had been during several years of stage and radio work with Fred Waring's Pennsylvanians.

Priscilla was 14 when Waring heard her sing with her sister Rosemary in the offices of a New York music publishing firm and offered them both a job. She is 21 now and during the past year has cut her wisdom teeth, physically as well as professionally.

After her first screen appearance as a dancer in "Varsity Show," for which she went to Hollywood with Waring's band, Warner Bros. signed both Rosemary and Priscilla to long term contracts. Priscilla has progressed to comedy leads and, more recently, to straight dramatic roles. Her work in the picture "Four Daughters" is her best to date and critics all over the world have hailed her as a full fledged star on the basis of her work in it.

She has gone from "taps to tears" in one short year. The tears have been seen recently in the picture "Four Daughters" in which two other Lane girls and an outsider, Gale Page, play the title roles with her.

The tears were real. Priscilla "talks herself into them." Perhaps she remembers some childhood tragedy, such as the burial of her favorite cat or of the sad plight of Little Eva in the tent showing of "Uncle Tom's Cabin" in Indianola. In any event the tears come and that is no small accomplishment in any actress.

Even more difficult was the situation she faced in her latest picture, "Brother Rat," soon to show at the Strand Theatre. In that she plays the romantic lead opposite Wayne Morris, the young man she once seemed destined to marry. There were many love scenes, long and involved ones that required many kisses and much apparently honest love-making. People on the set, watching the girl and the boy in those scenes, thought that a reconciliation might result. They didn't know that Priscilla was only proving—to herself as well as to the others—what a good trouser she could be.

Priscilla is the baby Lane, the

blonde Lane and the battling Lane when her usual cheerful calm is too much ruffled. She lives with her mother—who has taken the name of Lane also—and Rosemary in a house surrounded by a white fence which she helped to paint. Her father, formerly a dentist in Indianola, died within the year that Priscilla made her bid for fame.

To a great extent Priscilla has trained herself since coming to Hollywood, fitting herself for dramatic roles by a close study of others on the screen.

"As soon as I got over the first excitement of Hollywood I realized that to stay here one really has to work.

"I want to stay. I'm working."

With young love out of the way, temporarily at least, Priscilla seems destined to out-distance all her sisters in her screen career. But she still finds time to enjoy life, to raise cats and rabbits and tomatoes. She eats what she pleases, never worrying about diets or stomach-aches. She is a healthy young animal who scarcely knows what it is to be sick or tired.

She makes screen love like a veteran. She rides a horse like a professional cowgirl. She cooks just as one would expect, which is very badly.

She'll make a fine and talented wife for someone, some day, but just now she is more interested in her career. No one can blame her. It's one of the most promising in Hollywood.



Trained On Air

Exemplifying the importance which radio has achieved as a training school for screen talent, three former favorites of the air lanes are appearing together in the cast of Warner Bros. "Brother Rat," the comedy which opens Friday at the Strand Theatre.

They're Priscilla Lane, who has the romantic lead opposite Wayne Morris in the picture, Johnnie "Scat" Davis, Ronald Reagan and Eddie Albert.

'T WAS JUST A HOLLYWOOD HOAX

For ten terrible minutes recently, Priscilla Lane was afraid she'd poisoned Wayne Morris, Director William Keighley and other members of Warner Bros. "Brother Rat" company. This is the comedy that opens Friday at the Strand Theatre.

Miss Lane brought an angel food cake to the set. She baked it herself on a dare and it was her very first effort. It looked good and she was proud of it.

Morris ate a large slice. So did Keighley and Ronald Reagan. Five minutes later, they were writhing in agony.

So well did they play their roles that Miss Lane was frantically urging the assistant director to call a doctor before she discovered that she had been made the victim of an elaborate hoax.



Mat 107-15c
THE PRANKS ARE COMING—and (top to bottom) Wayne Morris, Priscilla Lane and Johnny Davis are the guys and gal who bring them in "Brother Rat," the love and laugh hit coming to the Strand Friday.

Love, Love And Love

Three romantic teams, instead of the customary one, provide the love interest in the Warner Bros. comedy, "Brother Rat," which comes to the Strand Theatre on Friday.

Wayne Morris and Priscilla Lane, Ronald Reagan and Jane Wyman and Eddie Albert and Jane Bryan are the picture's triple heart threat. Morris and Miss Lane comprise the number one team but they get keen competition from the other two combinations. The Virginia Military Institute at Lexington, Va., is the locale of the triple romance.

Has Lucky Bean

Eddie Albert, who is playing his original Broadway stage role in Warner Bros. "Brother Rat," wears his hair cut short in Dutch pompadour style. Everyone in the cast rubs his head for luck. The show opens Friday at the Strand Theatre.

Wayne Morris Has His Own Plan for Social Security

Wayne Morris of the films is just entering the third year phase of a five-year plan.

Morris evolved the rough outlines of the plan immediately after he was first signed to a screen acting contract by Warner Bros. He has since filled in the details, realized some of the objectives, and decided definitely upon the remaining goals.

In its original form, the plan called for attainment of reasonable financial security, steady progress as an actor, and a long range program of preparation for the future.

At the end of two years, Wayne finds his financial program ahead of expectations. He has just paid off one \$10,000 annuity and is carrying four more of equal value.

Before he decided to become an actor, Morris did considerable haphazard adventuring and dabbled in a wide variety of activities. He served a hitch on an ocean liner as a waiter. He worked as forest ranger, ice man and apple picker. He also took intensive courses at a Citizen's Military Camp from which he emerged with a second lieutenant's commission in the reserve but with no hankering for an active army career.

That aimless knocking about taught him the need of objective planning. At 20, he wanted to settle on a profession and prepare himself for it. He was still groping a bit when he began to study at the Pasadena Community School of the Theatre. After he had got a taste of acting he knew where he meant his future to lie.

And when the road to opportunity in pictures opened with the Warner Bros. contract, he charted his course with all the care that an engineer employs in surveying a highway.

For example, he wanted that role of the young fighter in "Kid Galahad" as he had never before coveted anything. He took boxing lessons from professionals and haunted sets where more experienced players were working, studying their acting technique. When he was given the

minor role of a fighter in another picture he strained every nerve to make a good impression. Maybe it would lead to the big chance in "Kid Galahad." It did.

Morris wanted his present role of Billy Randolph in "Brother Rat" just as badly. He brushed up on his military technique, because Billy Randolph is a Virginia Military Institute cadet. He also got a copy of the play and studied Billy Randolph until he knew him better than a roommate could. Then he asked for the part, and got it. He will be seen in it at the Strand Theatre next Friday.

Because he masks his seriousness with an ever ready smile and the exuberant enthusiasm of youth it isn't apparent to the casual observer. First impressions of the lad are apt to be that of a big, good-looking, happy kid who gets such a kick out of today that he couldn't spare a thought for tomorrow.

The happy kid impression is correct. But Morris is also a kid who knows where he is going and how to get there.



Military Advice

Acting on assignment of Major General Charles E. Kilbourne, Superintendent of Virginia Military Institute, First Lieutenant Frank McCarthy served as technical advisor for the Warner Bros. production of "Brother Rat." This romantic comedy, featuring a cast headed by Wayne Morris and Priscilla Lane, deals with cadet life at the famed Southern military school. It opens next Friday at the Strand Theatre. McCarthy, was a graduate of V.M.I. in 1933.



Mat 203-30c
HE'S A BROTHER RAT NOW—Wayne Morris, Hollywood's one-man success story, is a one-man army in "Brother Rat," the military school comedy that had Broadway in stitches for two years, coming to the Strand on Friday.

Military School Adopts New 'Brother Rat' Film

Among the introductory titles of most motion pictures is a line to the effect that the situations and characters portrayed are entirely fictional. It's meant, of course, to forestall possible lawsuits and slander complaints.

That title isn't needed for Warner Bros.' "Brother Rat," the comedy which comes to the Strand Theatre next Friday. On the contrary, there is a preface to the picture announcing that it was made with the consent and co-operation of Virginia Military Institute, famous school in the Blue Ridge Mountains.

And V.M.I. alone could object to "Brother Rat." The play joshes its discipline, pokes fun at its officers and on occasion lampoons sacred tradition.

Nevertheless V.M.I. loves "Brother Rat" and has adopted it for its very own. There's a good reason why the college which is proudly known as the West Point of the South can "take it" so gracefully.

As a stage production, "Brother Rat" proved the best press agent V.M.I. ever had. Except for the fact that the enrollment is arbitrarily limited to 750 cadets, the Institute could have one of the largest student bodies in the world today. Thousands of young fellows from all sections of the country are anxious to endure the rigors and have the fun depicted in "Brother Rat."

When Warner Bros. decided to film the play with Wayne Morris and Priscilla Lane in leading roles, V.M.I. authorities offered every aid. They allowed a location crew to shoot as many scenes as they wished on the college campus at Lexington, Virginia. They staged reviews and parades for the express benefit of the cameras and provided uniforms and regulation

equipment for the Hollywood cast to use in the picture.

Residents of Lexington are as enthusiastic about the play as the college authorities and cadets. The business men like it because it directs national attention to their beautiful little city.

Others swear by it because it was written by John Monks, Jr., and Fred F. Finklehoffe, who were graduated from V.M.I. with the class of 1932. And that proves historic Lexington can foster playwrights as well as soldiers and statesmen.

Perhaps the most enthusiastic booster of all is Slim, the Lexington taxi driver. Slim appears in the play under his true name. And just to prove that he liked it, he offered to drive his taxi all the way to Hollywood to play himself in the picture.



JOHNNY ('SCAT') DAVIS—dimpled king of hi-de-ho, leaves off swingin' long enough to play straight comedy in "Brother Rat," coming Friday.

JOHNNY DAVIS GETS HIS LAUGHS WITHOUT CORNET

For the first time in his career, Johnnie (Scat) Davis is separated from his trumpet.

That almost amounts to a major Hollywood divorce, as for years Davis and his trusty horn have been considered as inseparable as Siamese twins. It was a case of wherever Johnnie goes, his trumpet was sure to blow.

Warner Bros. decreed the separation, which probably will be temporary, by putting Davis into a straight comedy role in "Brother Rat," the comedy that opens next Friday at the Strand Theatre. He's cast as one of Wayne Morris' Virginia Military Institute classmates and while he gets plenty of opportunity to steal scenes, he doesn't so much as tootle a blast on a guard-room bugle.

At first, Davis felt lost. About as lost as Corrigan would feel, separated from his "old crate," or Edgar Bergen might without Charlie McCarthy.

That feeling didn't last. He realized the role gave him the best acting opportunity of his career and offered an ideal opportunity to escape being typed as a horn player. Besides, wherever there's fun to be had and laughs to be created, Johnnie Davis couldn't possibly feel lost long.

Comedy comes as natural to Davis as trumpeting. Back in Brazil, Indiana, his home town, they still recall how he pepped up Sunday school and grade school concerts with his sun-burst grin and clowning antics.

It was more for his comedy talent than his trumpeting skill that Warners signed him and in his screen roles he was given a steady acting "buildup." That campaign has reached its peak in "Brother Rat."

CLINCHES ARE CINCHES NOW

Screen love is being made easier for young players in Hollywood these days. Ten years ago screen lovers had to put up with many hardships and inconveniences during their romantic sequences. Since then many of the unpleasant angles of camera love have been eliminated.

Summer sets on which love scenes are to be photographed, are now air cooled. Priscilla Lane and Wayne Morris spent two days during the filming of Warner Bros. comedy "Brother Rat," in cool comfort in each other's arms, thanks to a huge, perambulating air conditioner that was wheeled to the set during the unusually hot weather to help keep the lovers cool. The scene will be noticed when the picture opens next Friday at the Strand Theatre.

Standins, used now for the featured players as well as for the stars, have taken a load off the lovers' feet. They no longer have to "hold that clinch" while cameras are focussed and lights adjusted.

Makeup departments, under the direction of the various Westmore brothers and others, have developed a lipstick that doesn't crack off on the leading man's face during each embrace. This is even more of a boon to the young players than it may eventually be to the tired business man.

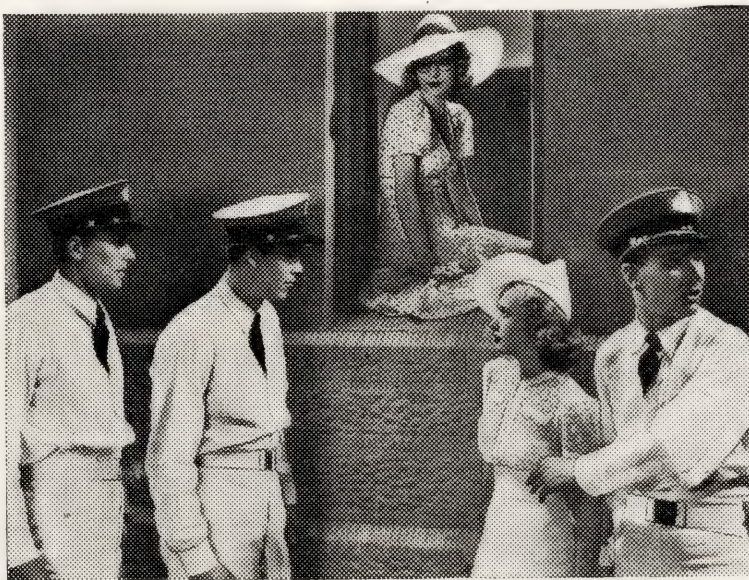
In every way studios try to smooth the road for young love and youthful lovers in pictures.



Right On The Nose!

Eddie Albert is threatening to turn picket and carry a sign reading: "Movies unfair to comedians." He got kissed nine times by Jane Bryan in one of their scenes for Warner Bros. "Brother Rat," now at the Strand Theatre. But being in a comedy part, he had to take the kisses on his nose, instead of his lips.

SMUGGLING — NOT SNUDDLING!



Motion pictures are as noted for establishing precedents as they are for setting fashions.

One that may appeal greatly to the cadets of Virginia Military Institute but which the authorities can scarcely be expected to encourage is introduced in Warner Bros. "Brother Rat," the comedy opening Friday at the Strand Theatre. It involves the



WHEN GAL MEETS GUY AT V.M.I.—Wayne Morris and Priscilla Lane are lovers again in "Brother Rat," riotous military school comedy adapted from the Broadway stage hit. "Brother Rat" comes to the Strand Theatre on Friday.

Kisses Must Be Real Even If Lovers Are on the Outs

Wayne Morris was doing just what the director ordered. He was "going to town" in the big love scene with Priscilla Lane in the Warner Bros. comedy "Brother Rat."

"You'll have to forget yourselves," Director William Keighley had warned them. "This is a trouper's job for both of you and personal inclination don't count. You are a couple of young people in love and alone. Just act the parts and forget everything else."

So a casual visitor to the set would have been somewhat surprised, no doubt, to walk in behind the cameras and find the much publicized broken romance between this pair apparently in full bloom again. Priscilla was seated on a couch and Wayne's long form was stretched full length there, his shoulders in her lap and his face close to hers. Occasionally he appeared to crush her with a vehement kiss and according to the damage

done to both makeups in each "take" the kiss was genuine.

Everybody knows that youth takes love very seriously. It is no easy thing to be on the outs in love and have to do a love scene. Director Keighley knowing this had gone to the pains to discuss the situation freely with Wayne and Priscilla before starting the difficult scene.

Both had agreed to forget themselves and to think only of the good of the picture. If Wayne was a little more willing to do this than Priscilla, no one commented about it. Priscilla was a good enough sport, at least, to play her part as though she enjoyed it. Both of them seemed to understand what was expected.

Between "takes" Priscilla sat on the couch and let the hairdresser and makeup man repair the kiss and clinch damage. She didn't look unhappy, even then. Wayne stood up each time and wiped his own face free of lipstick and unbuttoned his collar.

"I told them I didn't want them to cheat the kisses," explained Director Keighley. "The love scenes are important and the camera is close. Any cheating would show."

"Once more," said Keighley in a low voice and Wayne approached from the sidelines. He stepped gingerly onto the far end of the couch, collapsed easily to his knees and then snuggled comfortably into Priscilla's arms. Intentionally or otherwise, the camera crew found it necessary to reload so that Wayne kept his position for several minutes. He talked to Priscilla in a low voice and Priscilla patted the back of his head and fumbled with the lobe of his ear. If they were playing parts—as both later insisted they were—they were doing a very convincing job.

Audiences will be able to judge about this when they see "Brother Rat" which comes to the Strand Theatre next Friday.

Broadway In Hollywood

Three members of the original stage cast of "Brother Rat" are appearing in Warner Bros. film version of the Virginia Military Institute comedy, which opens Friday at the Strand Theatre. They're Eddie Albert, William Tracey and Robert Scott.



Uniforms Get 'Em

Smart in the garb of Virginia Military Institute cadets, Wayne Morris and Ronald Reagan were rehearsing a scene of Warner Bros. newly launched comedy, "Brother Rat," opening Friday at the Strand Theatre. A number of spectators were on hand and most of them were feminine.

"I knew it," remarked Director William Keighley. "We'll have every secretary and script clerk on the lot visiting this set. Somebody must have told 'em about the uniforms."

Trained For Role

When Wayne Morris was packing a rifle and doing squads right in the R.O.T.C. at Los Angeles High School and later at a Citizen's Military Training Camp he wasn't sure just what he was preparing himself for. Now he knows. He's to be seen in the role of a Virginia Military Institute cadet in the Warner Bros. romantic comedy, "Brother Rat," which comes to the Strand Theatre next Friday.

'BROTHER RAT' OPENS TODAY

With Wayne Morris and Priscilla Lane as its stars, "Brother Rat," which is proclaimed as the best comedy ever made, opens at the Strand Theatre today. This is the Warner Bros. picturization of the famed stage comedy that took Broadway by storm and ran for two years there with three road-show companies touring the country.

It's a play about college life, yes—but it isn't that sort of college play where the lads and the co-eds team up and break into choruses and dances every so often, generally without any excuse whatever. As a matter of fact, "Brother Rat" is laid in and about the Virginia Military Institute, which is by no means co-educational, and the photoplay has nary a song nor a tap-step in it.

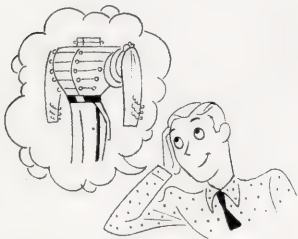
It deals with the difficulties into which one of the cadets gets himself by entering upon a secret marriage, a business distinctly against all rules and regulations. Not only that, but he faces parenthood—and instant dismissal from V.M.I. if the authorities get wise to him.

The indiscreet cadet is played by Eddie Albert, who carried the role in the original Broadway company. Little Jane Bryan is the bride who has to be hidden away.

"Rat" is the name for a freshman at V.M.I. and "Brother Rats" are classmen who go together through the four-year course. They're like fraternity brothers, and "Bing" Edwards, has need of the loyalty and ingenuity of all his Brother Rats before he gets out of his fix.

Other notables in the cast, besides the stars, Wayne and Priscilla, and Eddie Albert and Jane Bryan, include Johnnie 'Scat' Davis, Jane Wyman, Ronald Reagan, Henry O'Neill, Gordon Oliver, Jessie Busley, William Tracey, Olin Howland and Louise Beavers.

William Keighley was the director, working from a script adapted by Richard Macauley and Jerry Wald from the original stage play by John Monks, Jr. and Fred F. Finklehoffe, these latters being themselves graduates of historic V.M.I.



Reg'lar Guy, 'Scat'

Johnnie "Scat" Davis did his own standing in on the "Brother Rat" set at Warner Bros. recently. Tim McLaughlin, his regular stand-in, got married and Davis told him to take a couple of days off for a honeymoon.

McLaughlin took advantage of a day Davis had free from the set to elope to Yuma, Arizona, with his bride, the former Billie Sorenson. He reported back for work at once but Davis, upon hearing of the wedding, sent him home.

"Brother Rat," which has Davis as top comedian, opens today at the Strand Theatre.

Faithful Gothamite

Olin Howland has been in Hollywood eight years and under contract to Warner Bros. since 1935, but he says he still lives in New York and "commutes" to work. He is seen currently in "Brother Rat," which opens today at the Strand Theatre.



SWORN TO BE TRUE "BROTHER RATS"—(left to right) Larry Williams, Johnny Davis, Wayne Morris, Ronald Reagan and Eddie Albert stick together through all the hilarious vicissitudes of their military school life in "Brother Rat," the grand laugh and love hit, based on the recent Broadway success, which opens today at the Strand Theatre.

Mat 301-45c

(Review)

'Brother Rat,' Rollicking Comedy, Stars Priscilla Lane and Wayne Morris

A gay blithesome comedy is "Brother Rat," the screenplay which rollicked into the Strand yesterday afternoon. A "behind-the-scenes" revelation of life in one of the country's oldest military schools, "Brother Rat" combines the spirit of youth and romance with the color and dash of the Virginia Military Institute's cadet corps, and emerges as one of the screen's best of the year.



Winsome Wayne Morris and Priscilla Lane, fresh from her success in "Four Daughters" carry off the lead roles as a young romantic pair, while Johnnie 'Scat' Davis, Jane Wyman, Ronald Reagan, Jane Bryan, and Eddie Albert, all combine to make the film version every bit the success the original stage

play, which ran two years on Broadway, was.

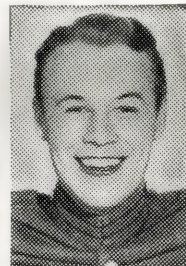
In case you didn't know, "Brother Rat" is concerned with the antics of three roommates who get themselves into a neat little fix.

Eddie Albert who appeared in the original stage play, has violated all rules of V.M.I. by contracting a secret marriage with Jane Bryan. He will be dismissed from school if this is ever found out. He has to keep his secret, by hook or crook, until he gets his diploma, and this is none too easy, because the young bride is going to have a baby.

Here's where the "Brother Rats" come in. It should be explained that a "Rat" at Virginia Military Institute is a freshman, just as a "plebe" is at West Point. And "Brother Rats" are classmates who go through the four-year course together. They're as closely bound as fraternity brothers and are pledged to do everything in their power for each other.

Wayne Morris as a Brother Rat, and others of the clan, including Johnnie 'Scat' Davis, Ronald Reagan, Larry Williams, Olin Howland and William Tracey, manage to get Eddie Albert out of his fix, but not until after he and they have gone through a hundred thrilling and laugh-bringing situations. But all's well; he gets his diploma — and the baby is a boy!

Others in the cast include Henry O'Neill, Gordon Oliver, Jane Wyman, Jessie Busley, Louise Beavers and Isabel Withers. William Keighley does a fine job of directing. The screen play, by Richard Macauley and Jerry Wald, was adapted from the original stage play by John Monks, Jr. and Fred F. Finklehoffe, V.M.I. graduates.



Mat 110-15c
Wayne Morris

WAYNE MORRIS A SHOWER WARBLER

Wayne Morris tells us that: Half the summer grouches that develop with the "dog days" of late July and August could be avoided if everyone developed the habit of singing in the shower.

"I've always been a bathroom warbler," said the husky young Warner Bros. star, now appearing in "Brother Rat" at the Strand Theatre. "Perhaps that's because I've received no great encouragement to sing anywhere else.

"At any rate, I'm mighty grateful for the habit. It's the best early morning gloom chaser I've been able to discover. No matter how tired and grouchy I may feel when I answer the last dying gasp of my alarm clock, I begin to snap out of it when I start singing in the shower.

"The more noise I make, the happier I feel. And by the time I finish my concert I'm starting the day in a swell mood.

"Of course shower room concerts may be a bit wearing on other members of a family."

PRISCILLA LANE ON A 'KIT-DOWN' STRIKE

Priscilla Lane has found a sure method of getting homes for stray cats. She worked it recently on the "Brother Rat" set at Warner Bros.

Miss Lane's cat, Dally, had six kittens. The actress couldn't give them away to friends, all of whom had pets of their own. So she packed them in a basket and brought them to the studio set with her.

Placing the basket right in front of the camera, she opened it. The kittens jumped out. Then Miss Lane delivered an ultimatum. No work until all the kittens were adopted.

It took just three minutes to accomplish what she had been trying as many days to do. Director William Keighley took two of the kittens. Members of the crew snapped up the others.

Has 99th Birthday

Virginia Military Institute, the "West Point of the South," celebrates the 99th anniversary of its founding on November 11 of this year. The famous military school is the scene of the hit comedy, "Brother Rat" which has its first local showing at the Strand Theatre today.

V.M.I. IS SCENE OF 'BROTHER RAT'

Things not generally known about the Virginia Military Institute until it got onto the stage and into a movie called "Brother Rat," which is coming to the Strand Theatre today:

It is the only military college in America whose cadets participated in a major battle as a unit. The conflict was the battle of New Market, Va., fought in May of 1864, during the Civil War.

"Stonewall" Jackson was a V.M.I. instructor before the Civil War. He taught industrial chemistry.

V.M.I. freshmen are called "Rats." Hence the title "Brother Rat" for the stage play that panicked Broadway for 18 months and the picture you soon will see at the Strand Theatre.

Graduates of the Institute automatically receive a commission in the United States Army reserve.

General Pershing once called it the West Point of the South. Down in Virginia, they change the order and call West Point the V.M.I. of the North.

PRISCILLA LANE IN COMEDY HIT

People used to say Priscilla Lane was a cute little trick. That was when she was 14 and just breaking in with Fred Waring's Pennsylvanians in song and comedy bits. Then they began calling her clever, and mentioned her budding beauty.

Today, they're still calling her clever and making complimentary remarks about her appearance. They're also saying she is a grand actress and destined to go a long way as a screen star.

That's because she has turned in one neat performance after another in Warner Bros. pictures and at the moment has moviegoers all over the world talking about her work in "Four Daughters."

After finishing "Four Daughters," in which she shares laurels with the sensational "new finds," John Garfield and Jeffrey Lynn, Miss Lane went into the romantic lead opposite Wayne Morris in Warner Bros. picturization of the stage hit, "Brother Rat," the comedy which comes to the Strand Theatre today.

She plays a college prom trotter in this comedy of life at Virginia Military Institute. It's a new experience—being a prom trotter—and she likes it. For the screen only, however.

As a real life social butterfly, Miss Lane admits she's a rank amateur. And she doesn't intend to lose her amateur standing.

Parties have little attraction for her. She attended too many of them in her role of professional entertainer. The same thing goes for night clubs. She had enough of them when she was trouping with Waring's band to last her a life time.

Her main interest in life right now is her acting career. She studies like the dickens and the little time she isn't studying, she spends trying to "catch up" on enjoying a normal home life.



Undress Rehearsal

Dress rehearsals have long been a tradition of the show business but it remained for Wayne Morris to introduce the undress rehearsal recently.

He did it for a lemonade spilling scene of the Warner Bros. picture, "Brother Rat," now at the Strand Theatre. The trick was to douse the liquid content of a large pitcher of the drink on his own white military uniform without showering Priscilla Lane, Jane Wyman and Ronald Reagan, other principals in the scene.

It was a feat requiring a neat combination of juggling and marksmanship. And Morris' supply of uniforms was limited.

To solve the problem, Director William Keighley had the actor go behind a bit of scenery, strip to his shorts, and practice. Ten pitchers of lemonade later, Morris was so accurate he could hit a dime at five paces.

Just A Blower-Upper

It was one of the opening scenes of the Warner Bros. comedy, "Brother Rat," now at the Strand Theatre, and Johnnie "Scat" Davis was having trouble with his lines. After he had muffed the third "take" he turned sadly to Director Williams Keighley.

"It must be the trumpet player in me," he apologized. "I just can't keep from blowing."

Eddie Albert's Unusual Among Hollywood Stars

In "Brother Rat," the play that brought Eddie Albert stage recognition, there's a favorite recurring line. It's "this is very unorthodox."

Substitute "he" for "this" and you have a description of Albert. Hollywood, at any rate, is finding young Mr. Albert very unorthodox indeed.

He has been a member of the film colony for several months and he hasn't purchased a streamlined automobile, a boat or a mountain-top estate. He doesn't even own an automobile, streamlined or otherwise, and he isn't interested in boats or ranches.

He believes that directors, not actors, are the brains of picture making. Hollywood women impress him as being very beautiful but not too exciting. He doesn't make the rounds of the night spots and the publicity boys at Warner Bros. Studio haven't been able to engineer him into a romance.

He has yet to give out an interview saying how fascinating he finds picture acting. And he

has carefully avoided the other orthodox extreme of knocking Hollywood and boasting of his undying devotion to the stage.

To cap it all, from a Chamber of Commerce point of view, Albert doesn't care for the Hollywood climate. It's all right for loafing, he thinks, but not good for working.

In appearance, Albert is as unorthodox as he is in his actions and views. Until you saw him at work with Wayne Morris, Priscilla Lane and others in "Brother Rat," the picture for which he is doing his original Broadway stage role, you wouldn't think he looked like an actor. Size him up when you see the comedy now showing at the Strand Theatre.

Orthodox or not, however, Albert has been spotted by Hollywood as a coming star, a rating already bestowed upon him by Broadway. Warner Bros. have him sewed up with a long term contract.

A native of Rock Island, Illinois, Albert spent his boyhood in Minneapolis, Minnesota and received his education there. Singing over the radio while he was at the University of Minnesota got him interested in entertaining. "Brother Rat" was his first big stage role, and it seems to have been a lucky one for the very unorthodox young man.

VERY Personal

RONALD REAGAN had to sleep in his car when he confused his dates and arrived at Palm Springs for a houseparty before his host left Hollywood.

JOHNNY DAVIS has installed a complete filling station on his Encino ranch.

WAYNE MORRIS has challenged Johnnie Davis to a 125-mile golf game. Winner will be the one who drives a ball in the fewest strokes from Hollywood to San Diego.

DIRECTOR WILLIAM KEIGHLEY and actress **Genevieve Tobin** announce their engagement.

OLIN HOWLAND corresponds regularly with Slim Keffer, talkative Lexington, Va., cab driver he portrays in "Brother Rat."

PRISCILLA LANE gets strict orders from the studio not to suntan. Camera no like!

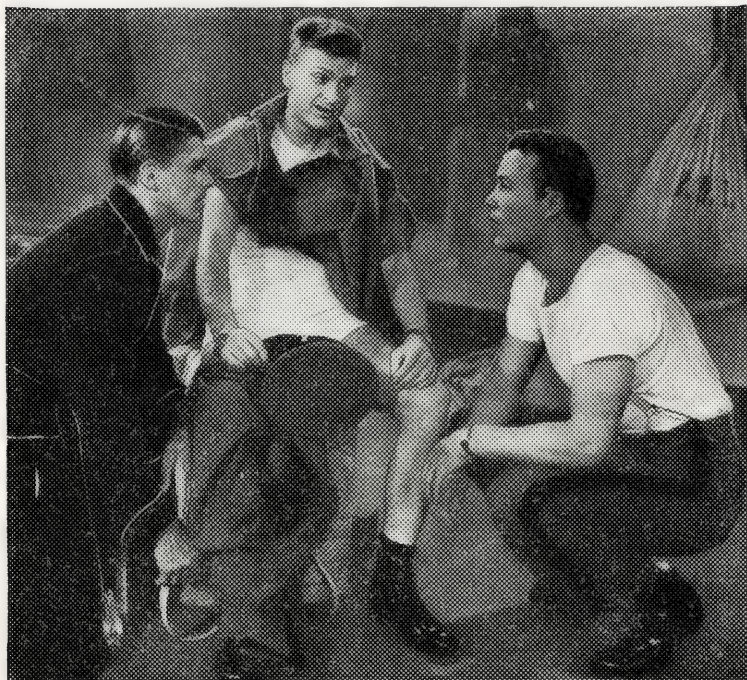


He's Got Something

Clothes may not make the man, but they can help an awful lot when he's playing a movie love scene.

Wayne Morris discovered this when he had to whisper endearments into Priscilla Lane's ear for Warner Bros.' "Brother Rat"—riotous comedy of military school life now showing at the Strand Theatre—while wearing an apron in lieu of trousers. "Think of the Highlanders," encouraged Director William Keighley. "They went over the top wearing outfits like that."

"Yeah," came back Morris. "But they didn't have to make love to the Germans!"



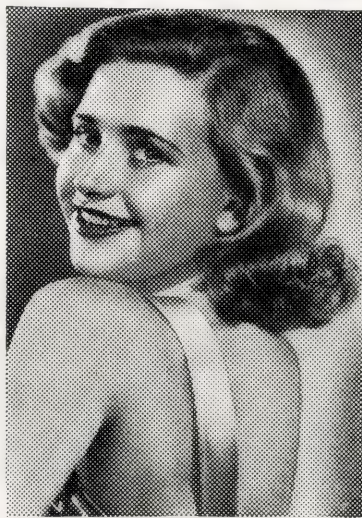
THERE'S TROUBLE AHEAD when Eddie Albert (center) confesses to Ronald Reagan and Wayne Morris that he's about to become a father, in a riotous scene from "Brother Rat," based on Broadway's recent hit comedy of military school life, which is now showing at the Strand.

PRISCILLA LANE HAS SOME STYLE TIPS FOR CO-EDS

School girls from twelve to twenty are a fashion group set apart from the rest of the world. That's the conclusion of Priscilla Lane, who has just finished a leading role in "Brother Rat," the comedy now showing at the Strand. Priscilla has made a collection of approved campus fads and herewith hands out co-ed suggestions.

"Knot your triangular neckerchief in front now," says the youngest Lane. "California co-eds are doing it; but they are wearing their cardigans backward, buttoned up snugly, too. All sweater sleeves, of course, are pushed up above the elbow. And those pearls are still the proper sweater accent."

"Collect autographs on jackets and shoes. To get into the spirit of the thing we all wore white bush jackets and white saddle



PRISCILLA LANE—youthful blonde charmer who is currently co-starring with Wayne Morris in "Brother Rat," the comedy now showing at the Strand.

shoes to the set of "Brother Rat" and got thoroughly autographed. They are something everyone will want to save.

"Make detachable chatelaine pockets. Bags are such a nuisance to carry that Hollywood High School girls have begun to wear little pouchy 'miser' bags suspended from their belts. They make these themselves, either of soft suede or their skirt fabric."

"Be sure to stretch the clothes budget for a reversible coat. They are smart as well as thrifty. I have one that's colorful plaid tweed on one side and black gabardine on the other, which makes it perfect for any kind of weather."

"Put all the gadgets you wore in your lapel last year in your hair this season. But not all at once. Little shoes, grinning clown clips, yarn dolls... all of them go to the head these days. And when your long bob isn't decked with ex-lapel gadgets, put a bowknot barrette or ribbon bows of many different colors in it."

Acts Her Age

Priscilla Lane is having her first opportunity to "act her age" in Warner Bros.' "Brother Rat," now at the Strand Theatre. In her past pictures, she has played girls either considerably older or younger than she actually is. In "Brother Rat," she plays a 20-year-old college "prom trotter." She's really 21.

Veteran Is Shaky

For all his years of stage and screen experience, Henry O'Neill always gets as nervous as a novice when he starts a new picture. O'Neill, incidentally, served in the Navy during the World War but he's playing an Army officer in "Brother Rat," now showing at the Strand.



THIS ISN'T A PINCH—Wayne Morris and Priscilla Lane take Jane Wyman (center) along as an unwilling chaperone when they set out to break some V.M.I. rules in "Brother Rat," the comedy about life at Virginia Military Institute, which is now showing at the Strand Theatre.

History Repeats Itself In Military School Film

Room 111 in the Virginia Military Institute barracks didn't have to break into movies to become famous.

Long before there was a Hollywood, or even a motion picture camera, it had a distinguished history.

Away back in the eighteen fifties, Major Tom Jackson taught industrial chemistry in Room 111. And in May of 1863, he came back. Only he wasn't Major Jackson then, but the immortal General "Stonewall" Jackson. And it was just his body that returned to V.M.I. For three days it lay in state in Room 111.

Now they've put Room 111 in a movie. Warner Bros. has Wayne Morris, Ronald Reagan and Eddie Albert occupying the quarters sacred to "Stonewall" Jackson.

As cadets of "Brother Rat," which is now showing at the Strand Theatre, they're talking of dates, cooking up devilry and keeping a weather eye open for the officer of the day, as V.M.I. men before them have done for 99 years.

And there is more than the "Stonewall" Jackson tradition to the history of Room 111. John Monks, Jr. and Fred F. Finklehoffe lived in it through four turbulent years. You won't find the names of Monks and Finklehoffe in text book histories. But in the past two years they've made a bit of theatrical history.

Monks and Finklehoffe wrote "Brother Rat." They wrote it while confined to Room 111 for breaking rules by slipping out after taps to keep dates with pretty girls.

When you see the picture, you'll observe that Wayne Morris and Ronald Reagan are placed under arrest and confined to Room 111 for slipping out after taps to date Priscilla Lane and Jane Wyman. Monks and Finklehoffe weren't just dreaming one up when they wrote that situation.

V.M.I. authorities will tell you, however, that the authors were giving wide scope to their imaginations when they wrote the situation which, in the picture, will have Morris and Reagan smuggling Miss Lane and Miss

Wyman into Room 111. In all the history of the Institute, they'll tell you a woman never has been smuggled into the barracks, let alone the room where "Stonewall" Jackson once taught.

As a matter of fact, when "Brother Rat" was being readied for production as a stage play, there was grave debate as to whether this violation of tradition should be countenanced. Having senses of humor, the college authorities let it pass. Only, however, because it was made sufficiently clear that the girls were being smuggled in for the laudable purpose of coaching a cadet for his final examination.

Perhaps it wasn't just coincidence the the subject in which the cadet received his coaching was chemistry. You can be sure that Monks and Finklehoffe knew "Stonewall" Jackson taught chemistry in Room 111.



COUNT 'EM, "SCAT"!

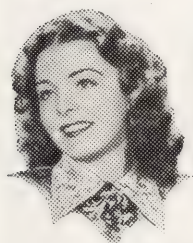
Johnnie "Scat" Davis will do no more bragging about his home raised chickens. He'll have no more chickens about which to brag.

Davis made the mistake of doing his boasting on the "Brother Rat" set at Warner Bros. Before he realized just how it happened he found himself trapped into inviting the cast and crew to a chicken dinner. And the invitation carried the stipulation that only his home grown fowl would be served.

He then faced the realization that 38 people had accepted his dinner invitation. And he had only 24 chickens. He had to buy the rest.

JANE BRYAN GLAD SHE'S 1938 GIRL

At least once each day, Jane Bryan found time to leave the set of "Brother Rat," in which she is playing the second feminine lead, to make a brief visit to the set of "The Sisters" where Bette Davis and Anita Louise were wearing old fashioned corsets and suffering nobly but not silently for their "art."



Mat 109-15c
Jane Bryan

Jane wore the corsets too, for a brief time, as the youngest of the three sisters in the Bette Davis—Errol Flynn picture, which is a story set in the first decade of the century, but finished her role ahead of the others and breathed naturally afterward.

"I come back from that set feeling so comfortable and contented," explained Jane. "The weather has complicated the problem with Bette and Anita. Anita will be 'out of the corsets' by Friday but poor Bette must carry on to the last scene."

"Brother Rat," hilarious comedy of military school life, based on the recent Broadway stage hit, is now showing at the Strand Theatre.

WAYNE MORRIS DOES A CORRIGAN ON SET

On the "Brother Rat" set at Warner Bros. Wayne Morris got confused and drew Director William Keighley's ire for making the wrong exit from a scene.

"What's the big idea?" demanded Keighley. "I tell you to go right and you go left. Don't you know your directions?"

"It's a funny world," mused Morris. "I walk the wrong direction and get bawled out. Corrigan flies the wrong way and becomes a hero."

Here's Novel Show

Most unique college comedy to come along in years is "Brother Rat," a story of life at Virginia Military Institute, now showing at the Strand. There's no dancing, no singing, and in the one athletic contest shown, a baseball game, V.M.I. loses badly. The humor is all in the witty dialogue and the highly amusing situations.

GLASSES NO HANDICAP



(This mat may be cut apart for single cols. Mat 210-30c)

Jane Wyman has received letters from more than 300 girls who wear glasses since she started her present role in Warner Bros. "Brother Rat," which comes to the Strand Theatre Friday. They've learned she wears glasses in the picture. And they want her to become their champion in a campaign to prove that Dorothy Parker was wrong when she wrote, "men seldom make passes at girls wearing glasses."

If all be-spectacled girls will watch Jane Wyman closely in "Brother Rat" they'll get more than a few hints as to how one should dress and arrange her hair so as to reduce the glasses handicap to a minimum. Hair should be smooth at the top and away from the forehead. Be partial to a long bob with curls at the neck and near the shoulders. Simple "Pull-on" hats, or vagabonds are the best to wear, with soft, flattering brims.

Parenthood Scene Gets Laughs in 'Brother Rat'

The doctor said Jane Bryan really was too ill to receive visitors.

So they barred the hall door to her hospital room and left only half a hundred electricians, grips, prop men, actors and assistant directors to watch the patient suffer, for a scene in "Brother Rat," now showing at the Strand.

Miss Bryan appeared to be bearing up very well, considering her "delicate" condition. She buried her face in the huge bouquet of red roses Eddie Albert had brought direct from the Warner Bros. prop room, touched up her makeup and called for a soda.

Albert, as is supposed to be customary with expectant fathers, seemed much more nervous. He prowled about the set, stumbled over chairs and lighted one cigarette after another.

He'd only been through the same experience a few hundred

times while playing "Brother Rat" on the Broadway stage. But the prospect of doing the scene for the screen seemed to bother him.

"Get yourself together, Eddie," said Director William Keighley, "and we'll take it."

Miss Bryan sighed audibly. It was a hot day and even the crisp white sheets seemed to steam.

The prop man brought Albert a fresh bouquet of roses and handed him a cardboard box. Albert straightened his shoulders and at Keighley's command marched into the room.

He got the flowers into Miss Bryan's arms but didn't get as far as kissing her. A fly did a six point landing on his nose and he swiped at it viciously, dropping the cardboard box.

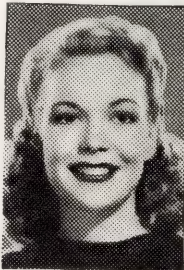
On the second take, Albert did better. He made a convincing job of the kiss, got the box open and with a proud, "look, I've brought something for the baby," held up a V.M.I. uniform—size five!

CLAY MODELS END ACTRESS' JITTERS

Jane Wyman stuck a pin in Wayne Morris' right eye. Then she threw a lump of clay in his face.

Morris didn't mind. It happened to be a clay model of his head that was taking the punishment.

"This," said Miss Wyman, as she attacked the model with a wicked looking knife, "is the most satisfying hobby I've ever taken up. And it certainly beats knitting between scenes."



Mat 113-15c
Jane Wyman

or chatting.

"I've never been able to relax between scenes," Miss Wyman continued. "I've tried knitting. Most everyone does. No go. I also tried writing but couldn't concentrate. Then I started dabbling with clay and found I could do some pretty good likenesses with it. And now, am I having fun!"

"And it's such a grand release for pent up emotions! For example, I made a mess of that last scene. I know I did, even if Director William Keighley was a gentleman and told me it was okay."

"So I'm taking it out on Wayne. That's sort of mean because he's a grand guy and it wasn't his fault I muffed that scene. But he happens to be my subject today, so he'll have to take the raps."



Made Her Own Break

Most movie stars attribute their first "break" to anything from divine Providence to a good luck charm, but Jane Wyman, young Missourian who is getting bigger and better movie "breaks" all the time, simply accounts for her first one by saying: "I had a hunch that I might make good, saw an agent and got a job." Jane is currently featured in "Brother Rat," hilarious comedy of military school life, now at the Strand.

Hank's Anniversary

Henry O'Neill celebrated his birthday recently by completing his role in Warner Bros. "Brother Rat" and starting upon a golf vacation. He intended to play 36 holes each day for the next two weeks. "Brother Rat" is the Warner Bros. comedy at the Strand Theatre.

Gains in Fame

Virginia Military Institute, often called "the West Point of the South," has always been a popular school, but since "Brother Rat," a comedy of life at V.M.I., written by two of its graduates, John Monks, Jr., and Fred F. Finklehoffe, became a national stage hit, the application rate has increased two hundred per cent. "Brother Rat," in its movie version, is now showing at the Strand Theatre.



Mat 101-15c

WAYNE MORRIS—sensational young star whose latest success is in the hilarious comedy of military school life, "Brother Rat," at the Strand.

Film Shows Fashions For Prom-Trotters

With Fall well started, and winter just around the corner, all the young femmes are looking forward to the winter hops at various military academies, West Point and Annapolis. Every "kay-det" is looking forward to seeing his "drag," and knows his particular femme is going to be the best of 'em all.

One look at Priscilla Lane, co-starring with Wayne Morris in "Brother Rat," the Warner Bros. comedy at the Strand Theatre, will settle once and for all what the young college deb will want to look like when "hop" time draws near.

Priscilla's youthful coiffure is something that should be copied by every girl. Her naturally-curly blonde hair is arranged in soft curls at the nape of the neck, with clusters of ringlets around her temples and forehead. The new "hair-raising" angle is ultra-sophisticated, and isn't suitable for the college dance or military "hop." Consequently, Priscilla clings to the youthful long soft bob.

"Maybe if I were going to the Ritz, or something," says Pixie Priscilla, "I'd pile my hair on top of my head. But somehow, I think my 'Brother Rat' hair-dress is just right for a prom."

Another prom coiffure suggestion that Priscilla offers is fresh flowers for the hair. But she suggests that instead of clinging to the conventional roses and gardenias, the college deb should consider violets, daisies and bachelor buttons.

ROSY CHEEKS WON "MISTO" FILM CAREER

Twenty years from now, William Tracey will be properly grateful to the rosy complexion that makes him look much younger than he actually is.

There are times when he is grateful now. Such times, for example, as when he recalls that without it he'd never have landed the role of the meek "Rat," Misto Bottome, who spends all his time at the beck and call of Wayne Morris and Ronald Reagan in Warner Bros. "Brother Rat."

Being 21, however, Tracy finds it difficult to keep remembering. Most of the time, he'd like to discard that rosy flush of youth as he did the Clarence his parents tacked onto the front of his name. He thinks it's sissified.

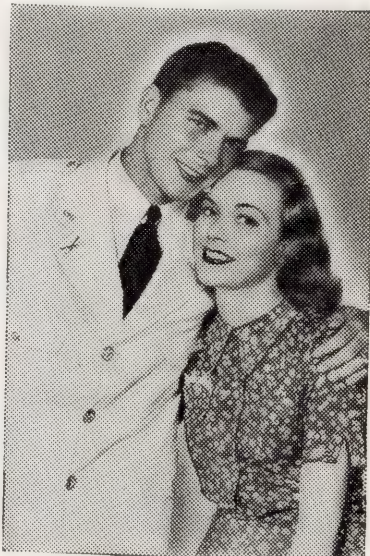
He'd like to be rough and rugged like Wayne Morris.

Perhaps that's because he's had to be meek and downtrodden, and speak in a scared treble voice for so long as the Virginia Military Institute freshman of "Brother Rat," the comedy now showing at the Strand Theatre. He played the role on the stage for months before he started doing it for the screen.



Mat 209-30c

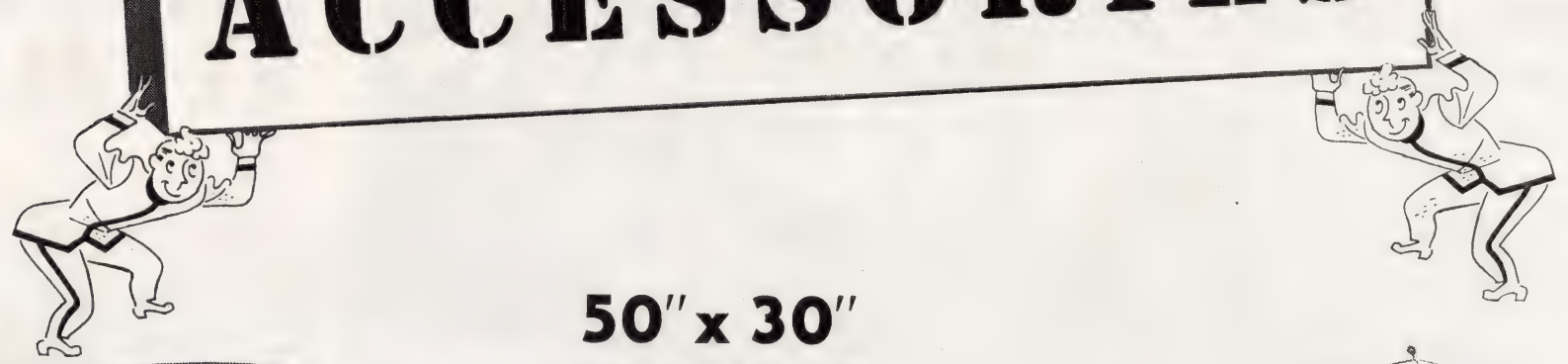
GENERALS IN THE MAKING—(left to right) Wayne Morris, William Tracey, and Johnny Davis in a scene from the Strand's comedy hit, "Brother Rat."



Mat 111-15c

RONALD REAGAN AND JANE WYMAN—are currently romancing in "Brother Rat," hilarious comedy of military life, now showing at the Strand.

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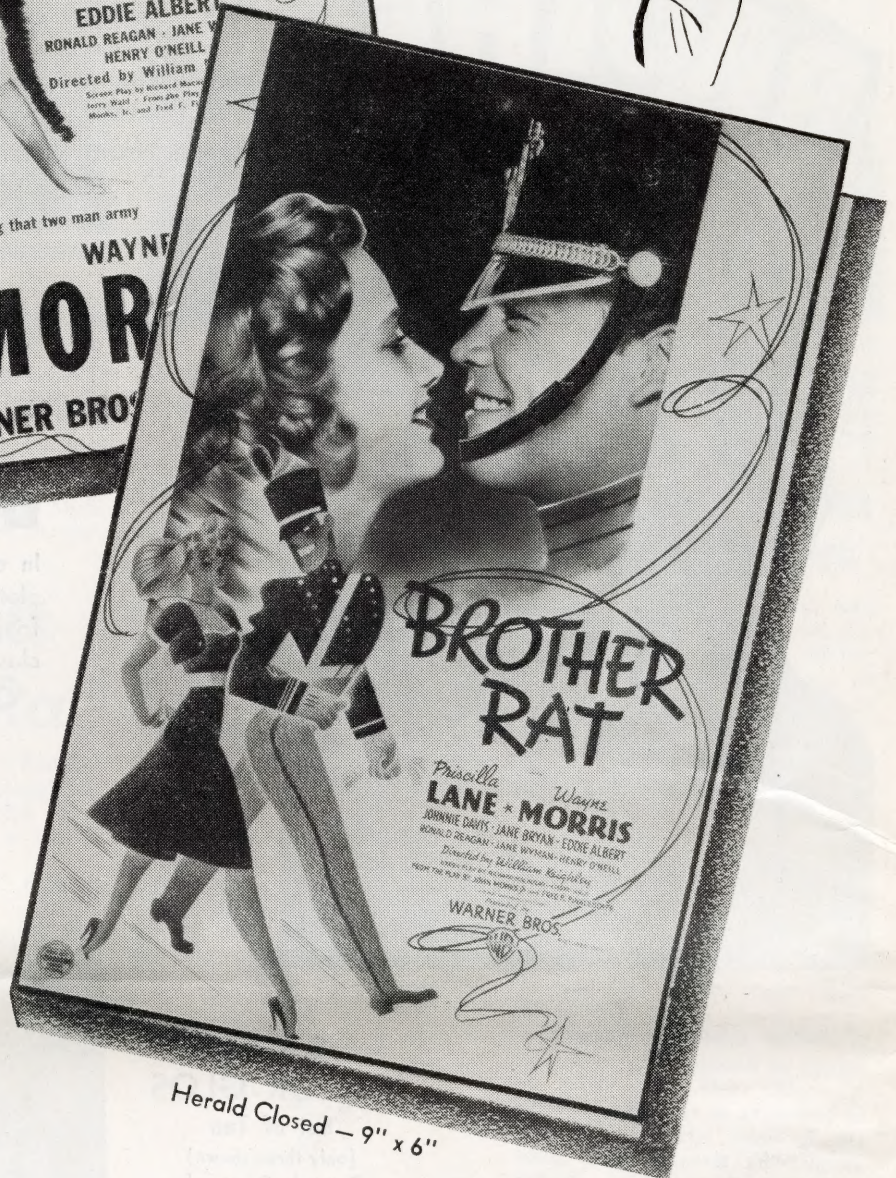


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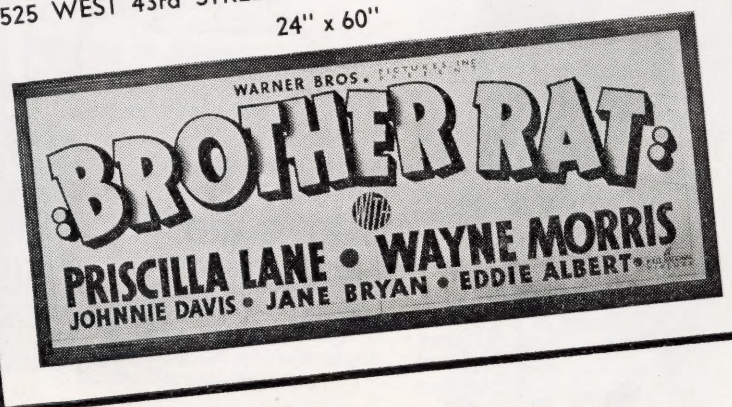
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NEW YORK CITY

24" x 60"



PRISCILLA LANE
WAYNE MORRIS

Directed by **WILLIAM KEIGHLEY** STARRING: BOB HOPE
FROM THE PLAY BY JOHN GUMMINS JR. & FRANK KENDLERHOFF

24 - SHEET

1 to 4 \$2.40 Each
10 to 24 \$2.00 Each

5 to 9 \$2.25 Each
25 and over . . \$1.75 Each

BROTHER

RAT

Presented by
WARNER BROS.
PICTURES, INC.



Priscilla
LANE ★ *Wayne*
MORRIS
RODIE HONALU JANE HENRY
DORIS HONALU JIMMY HONALU
JIMMY HONALU JIMMY HONALU
JIMMY HONALU JIMMY HONALU

JOHNIE DAVIS • JANE BRYAN • EDDIE ALBERT • RONALD REAGAN • WYMAN • O'NEILL

Directed by William Keighley

SCREEN PLAY BY RICHARD MACAULAY - JERRY WALD - FROM THE PLAY BY JOHN MONKS, JR. - FRED E. FINKELHOF, JR. DIRECTED BY WALTER BRUNING

SCREEN PLAY BY RICHARD MACAULAY - JERRY WALSH - FROM THE PLAY
A FIRST NATIONAL PICTURE

SIX-SHEET

Rental 48c Each

Same Design for Regular and Jumbo Window Cards

SPECIAL QUANTITY PRICES
(for posting on site)

(for posting or sniping)

ONE-SHEETS

100 & over..... 9c each
50 to 99..... 11c each

THREE-SHEETS

50 to 99.....32c each
100 & over.....28c each

SIX-SHEETS

SIX-SHEETS

25 to 49.....	80c each
50 to 99.....	70c each
100 & over.....	60c each

REGULAR WINDOW CARDS

1 to 49.....	7c each
50 to 99.....	6c each
100 & over.....	5 1/2c each

JUMBO WINDOW CARDS
to 49

1 to 49.....10c each
50 to 99.....8 1/2c each
100 to 199.....7c each
200 & over.....6 1/2c each



THREE-SHEET — Rental 24c Each



ONE-SHEET — Rental 8c Each
Same Design for Midget Card — 4c each



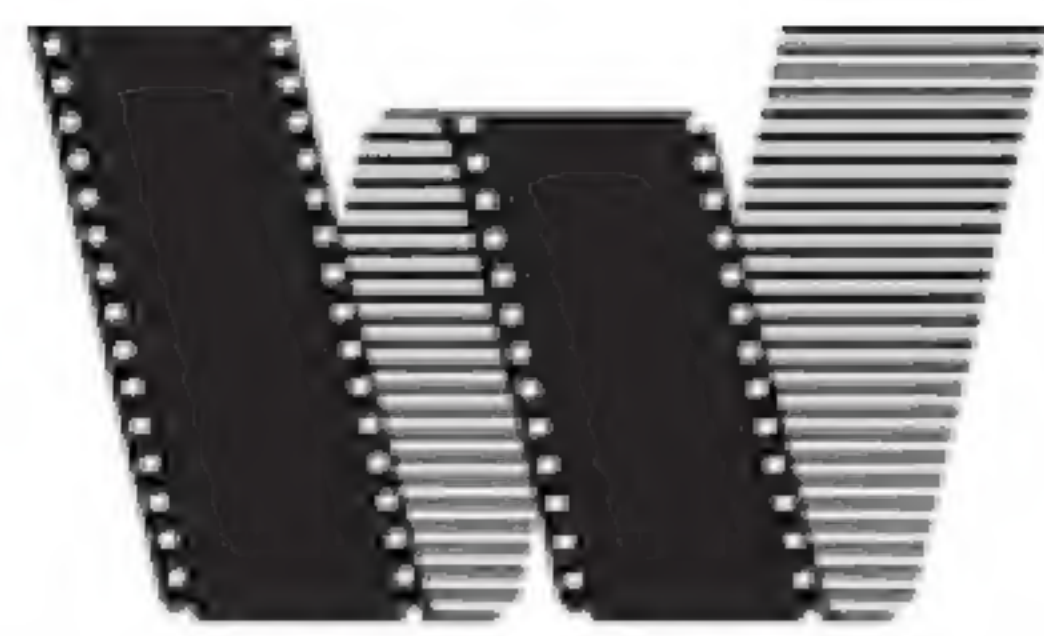


**WARNER BROS. made
"Brother Rat" another
box office treat**

*Treat it right
and **BIG!***



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